The Northwestern Miller

"AND THE SAME TO YOU"

JANUARY 3, 1950

Volume 241
Number 1

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We all

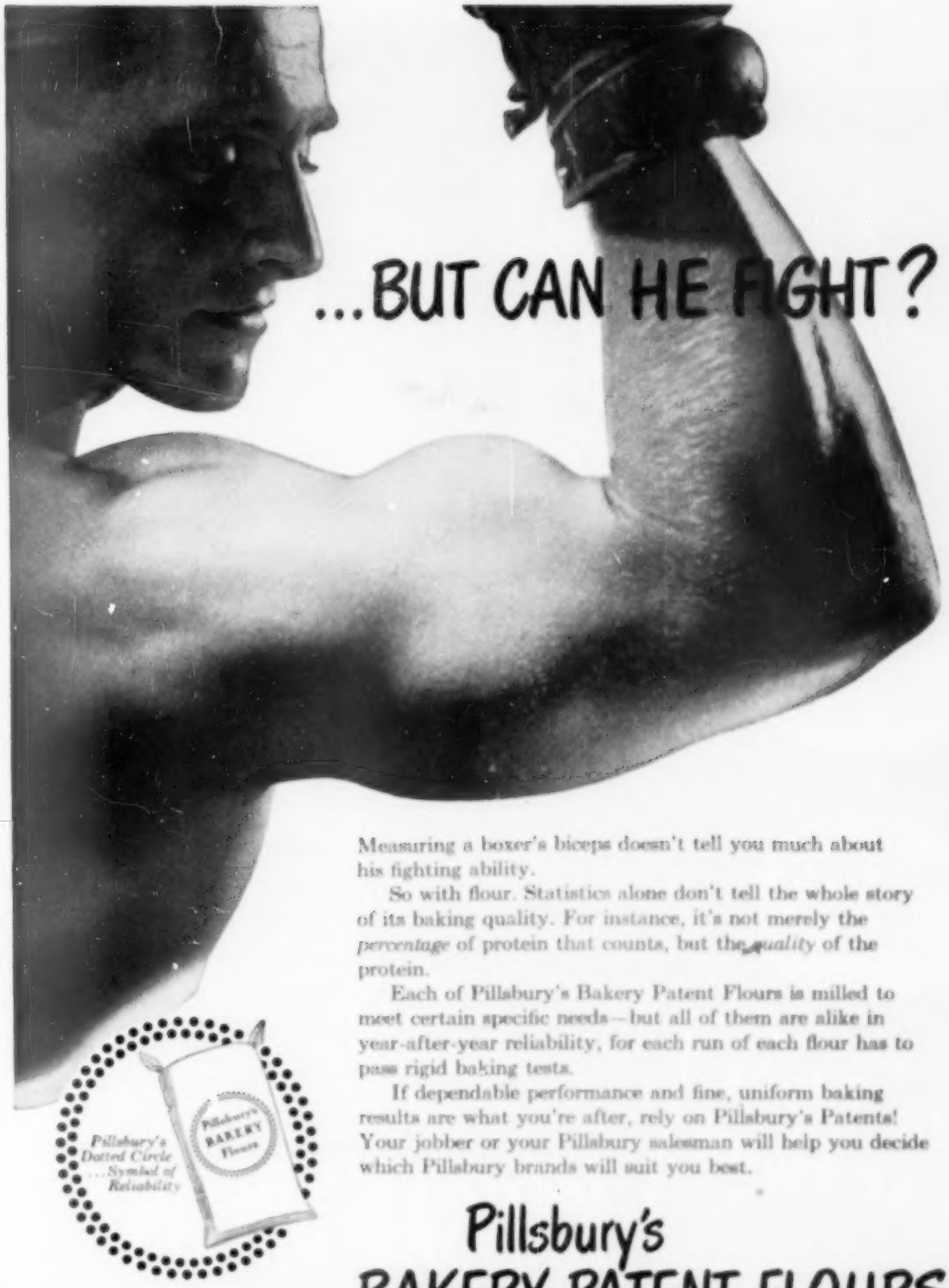
NEED HELP SOMETIMES

THAT arithmetic problem had Junior stumped. But a little timely help from Dad and his troubles are over.

Maybe from time to time a baking problem arises that you need help in solving. If so, International Milling Company's bakery technicians are waiting to go to work for you.

In our big Minneapolis laboratory we have a miniature bake shop that is a perfect replica of a commercial bakery. Here we are continually at work on projects that will help you bake better bread. And our scientists and technicians, who are also practical bakers, are ready at any time to help you with any special problem you may have.

This is a part of International Milling Company service designed to assure you "the best loaf in your market."



Measuring a boxer's biceps doesn't tell you much about his fighting ability.

So with flour. Statistics alone don't tell the whole story of its baking quality. For instance, it's not merely the *percentage* of protein that counts, but the *quality* of the protein.

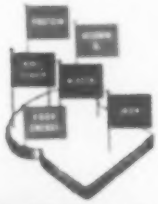
Each of Pillsbury's Bakery Patent Flours is milled to meet certain specific needs—but all of them are alike in year-after-year reliability, for each run of each flour has to pass rigid baking tests.

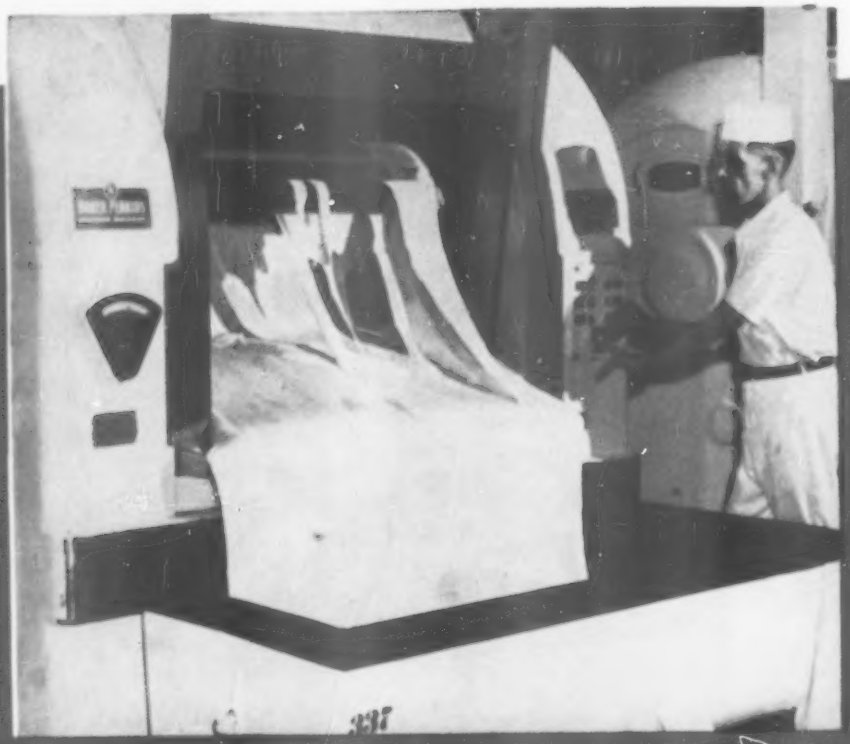
If dependable performance and fine, uniform baking results are what you're after, rely on Pillsbury's Patents! Your jobber or your Pillsbury salesman will help you decide which Pillsbury brands will suit you best.

Pillsbury's
BAKERY PATENT FLOURS

PILLSBURY MILLS, INC. General Offices: Minneapolis 2, Minn.

For Perfect Doughs





Santa Fe Trail
Finest Bakery Short Patent

SILK FLOSS
High Quality Bakery Patent

Silk Floss Cake Flour

The superior doughs you get from SANTA FE TRAIL and SILK FLOSS are the perfect image of the extra quality we put into these famous flours. Careful screening of wheats to pick those with the excellent baking characteristics . . . expert milling in plants with the finest of modern equipment . . . scientific control of the milling process through well-equipped laboratories —these are the fundamentals that give SILK FLOSS and SANTA FE TRAIL added baking values. And you'll find that extra care and extra effort reflected in your loaf.

MILL CAPACITY —— 10,000 CWTS
GRAIN STORAGE —— 4,500,000 BU

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WICHITA, KANSAS

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SUNNY KANSAS

You can't see baking quality in flour by looking at it... but you soon know the top notch quality of SUNNY KANSAS by the baking results it produces. SUNNY KANSAS always helps your bread quality because its superior baking values are insured by the finer wheats we grind.

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5,000 Sacks Capacity 1,000,000 Bushels Storage

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CROOKSTON, MINN.

Exceptional Bakery Flours

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THE ABILENE FLOUR MILLS CO.

ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

The Northwestern Miller

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The American Baker Feedstuffs
Milling Production

BAG
Here's a Big Idea that will
HELP SELL YOUR FEED!
I'm Betty Bemis, your Silent Salesgirl!

Let Bemis Cut-outs Work for You!

Bemis dress-prints, with designs by leading New York artists, have been helping sell feed bags for home sewing for years.

And now . . . THE YOUNGSTERS, from toddlers to teen-agers, are going to get in the act. Why? BEMIS CUT-OUTS!

Bemis Cut-outs will be in demand by the pigtail set. The kids will see to it that Mamma buys the feed in Bemis Bags with the cut-outs . . . dolls with doll clothes for the toddlers, teddy bears and cute fawns for the older ones. These cut-outs are colorfully printed on the bags along with cutting guides and instructions for sewing and stuffing. This latest Bemis development makes the package more than ever a selling help to your product. It adds to the large number of *consumers who want you to use Bemis Bags.*

I'm Phil Fawn. I sell, too!

And I'm Teddy Bear... we're all salesmen!

Ask your Bemis representative about this new smash development—

BEMIS CUT-OUTS

BEMIS

Baltimore • Boise • Boston • Brooklyn • Buffalo • Charlotte • Chicago • Cleveland
Denver • Detroit • East Pepperell • Houston • Indianapolis • Jacksonville, Fla.
Kansas City • Los Angeles • Louisville • Memphis • Minneapolis • New Orleans
Mobile • New York City • Norfolk • Oklahoma City • Omaha • Pittsburgh
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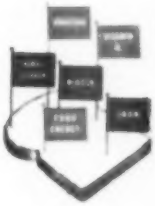
BEMIS BRO BAG COMPANY

THE WM. KELLY MILLING COMPANY

KELLY'S FAMOUS FLOUR

REG. U.S. PAT. OFF. NO. 69679

No Fooling . . .



It makes us feel pretty good to know that many of our customers of thirty years and more ago are still with us today. And a lot of new customers, too! We take that as a tribute to the consistency of KELLY'S FAMOUS Quality. And we prize it highly.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY

HUTCHINSON, KANSAS

Capacity 5,000 Sacks *Grain Storage 1,000,000 Bus.*

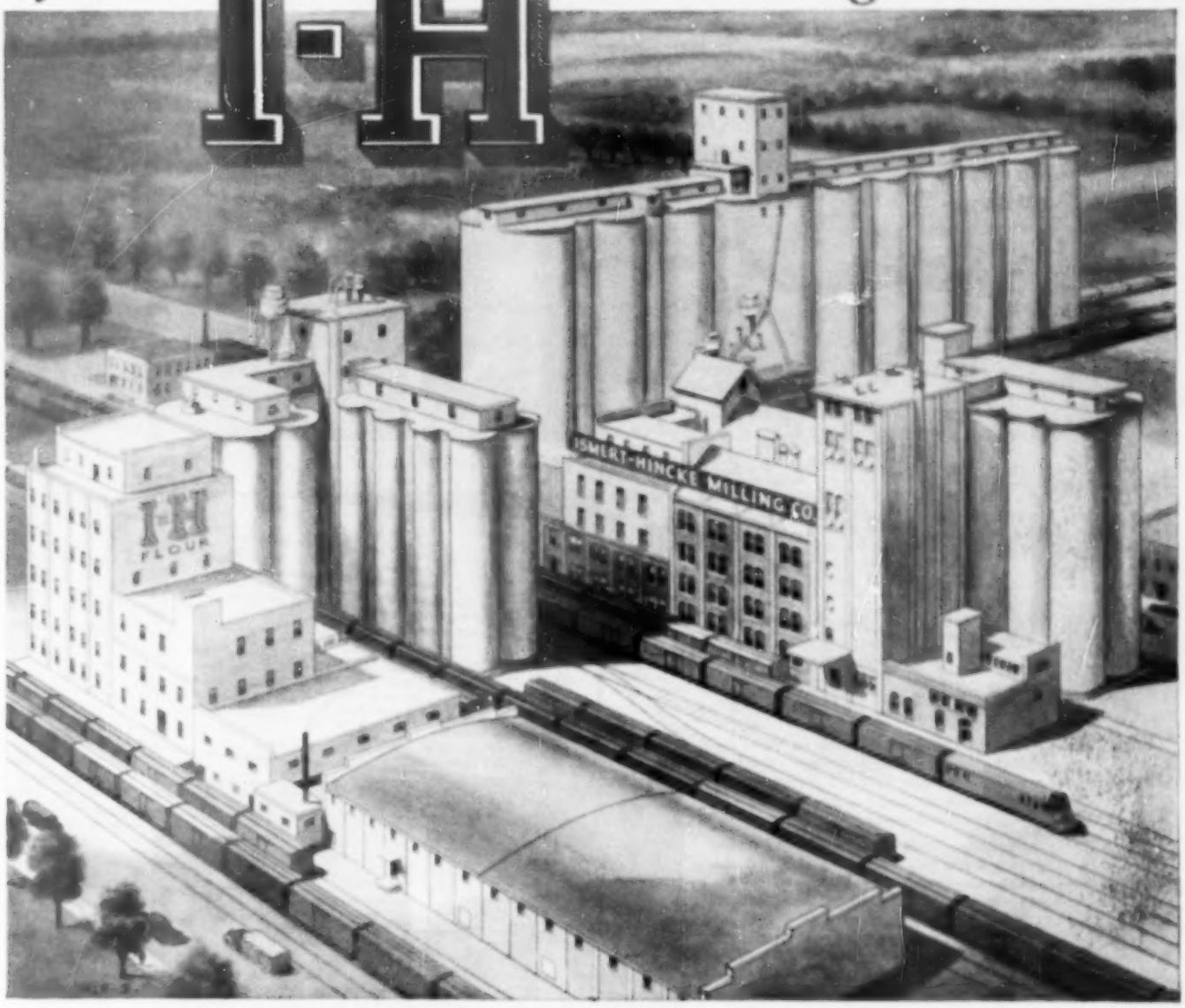
Quality is the surest
foundation for Permanent Success.

KING MIDAS means Quality

KING MIDAS FLOUR MILLS
Minneapolis Minnesota

AGED
AERATED

If it's I-H milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.

THE new year is here and it is time to check your flour supplies for the remainder of the crop year. Better choose an I-H flour this time. I-H flours are rugged and dependable. They have the tolerance to take mixing variations in their stride and produce a flavorful, soft and fine-textured loaf.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

WHEN *Performance* COUNTS

EDGE—The four types of edges are the basic maneuvers used in all figure skating. They are made possible by the hollow-centered, sharp-edged construction of the figure skate blade which allows you to glide on the inside or outside edge of the blade, going forward or backward.

WALTZ JUMP — The basic jump. Start from forward outside edge position, leap to backward outside edge position, turning in the air.

SPIRAL—Used in "free" skating between spins or jumps. Glide with one leg up and back arched. Arms and hands in graceful position.

. . . you always choose quality

The crisp clean cut of blade on ice as the skater whirls and leaps through a dazzling series of intricate figures, a perfect picture of coordination and matchless precision . . . that's figure skating!

Of course, precision and coordination also play a big part in making sure that the Commander-Larabee Flour you buy is *clean flour . . . . the cleanest flour milled!* From the country elevator to your loading platform, the careful eyes of trained sanitation experts are watching for every possible impurity. Our powerful magnets, wheat washers and scourers, aspirators, vacuum cleaners are all for your protection . . . so you can *count* on the purity, quality and performance of every bag of a Commander-Larabee Flour.

Ask your Commander-Larabee representative for full information on the flours that will best suit your baking needs. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour!

STEPS — Important in "free" skating as fill-in between spins and jumps. Done rhythmically to music. Many are conventional dance steps.

SPIN—Start from backward outside edge. Cross over with free foot to get into spin. Gain momentum by slowly drawing arms to body.

COMMANDER-LARABEE MILLING COMPANY

Commander-Larabee Milling Company

GENERAL OFFICES MINNEAPOLIS

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THE LARABEE FLOUR MILLS CO. - KANSAS CITY
BUFFALO FLOUR MILLS CORP. - BUFFALO

Fight Over ECA Fund Request Seen

Santa Fe Rates Winter Wheat Prospects Good

Winter wheat prospects in the Southwest range from fair to excellent and average very good, according to the latest Santa Fe Railway report on crop conditions. However, the report points out that many areas still need moisture.

The situation has shown some improvement during the past two weeks, due to light rains and snow, but parts of Texas and Oklahoma, consisting mostly of the Panhandle regions, New Mexico, eastern Colorado and even Kansas, remain dry, and reports of wheat turning yellow continue to mar the picture.

Little actual alarm is felt, however, because most of the wheat got a good start early in the fall, and sub-soil moisture generally is regarded as being ample to carry the crop through the winter, a period when wheat is not expected to make much top growth. In other words, nothing has happened so far that a normal spring season will not overcome, the report adds.

Wheat plants generally are well developed, with good root and proper stooling systems. Possibility of wind erosion still is a threat where surface moisture is deficient and where top growth fails to provide sufficient cover. A large territory, including fields that have been pastured too close, is subject to this danger but the practice of livestock grazing on wheat pasture continues on a wide scale.

Many farmers, especially those in the western part of the Wheat Belt, left large acreages of volunteer wheat for grazing purposes. Whether this acreage will be plowed up and summer fallowed for 1951, or left for harvest next summer will depend on general crop prospects, price outlook and possible changes in the government wheat allotment program.

While the new acreage in southwestern states dropped sharply under that of 1949, in line with the allotment plan, a slightly larger crop is indicated.

REDUCED BUDGET ASKED BUT ECONOMY APPEALS EXPECTED

Agency's Agricultural Budget May Suffer Least If Funds Cut; Large Exports of Farm Products Through ECA Cited by Opponents of Cut

By JOHN CIFFERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON — With the 81st Congress reassembling for its final session, commodity markets should focus attention on the outcome of the Economic Cooperation Administration request for funds for the year 1950-51.

ECA officials say their request for an appropriation of $3.15 billion represents a sharp reduction from last year. But, they add, it includes an agricultural budget of approximately 45% of the total amount asked—which would be about $1.41 billion.

The last session of Congress granted ECA a fund of approximately $3.68 billion, to which was added the funds of the army for General Appropriation for Relief in Occupied Areas—popularly known as GARIOA. Thus, the total amount disbursed for western European relief and for Japan was more than $4 billion. Considering the GARIOA funds, which were to be transferred to direct ECA control after Jan. 1, the expected request for $3.15 billion for the period from July 1, 1950, through June 30, 1951, would be a substantial reduction for the new fiscal year.

While ECA officials are busy preparing material to give to Congress in support of their budget request, it is not believed that the reconstruction agency has determined the basis on which it will key its appeal to a Congress which is already talking economy on the foreign aid front.

Exports Considered

ECA officials and friends of the big relief agency have been discounting budget cut talks by senators who recently toured the ECA aid countries. Observers outside ECA who are friendly to the agency, say that these senators may sound off on Capital Hill regarding economy in the foreign aid program, but, when they stop to consider the volume of agricultural commodities which have been moved out of the country in the past 18 months, they may reconsider any sharp reductions in the funds for this agency.

Cotton exports have exceeded the $500 million mark; wheat and other bread grain exports have amounted to just less than $500 million and fats and oils to more than $120 million. Corn and other coarse grains have been shipped out to the extent of $160 million, and dairy products amounting to approximately $45 million have been shipped.

These consequential totals may cause a pause in the determination of economy-minded senators to cut ECA to $2.5 billion appropriation for its next annual period.

The ECA budget problem and the financing problems of the high level price support legislation passed by

(Continued on page 30)

Export Flour Interest Gains Moderately; France in Market

A moderate upturn in flour export interest was shown in the first few days of the new year, and there was some indication that additional buying would develop shortly. Several Latin American countries bought flour, and there were inquiries from others. The French government was buying around 100,000 sacks for shipment within the next five weeks. There were indications that both Norway and Holland might be in the market soon.

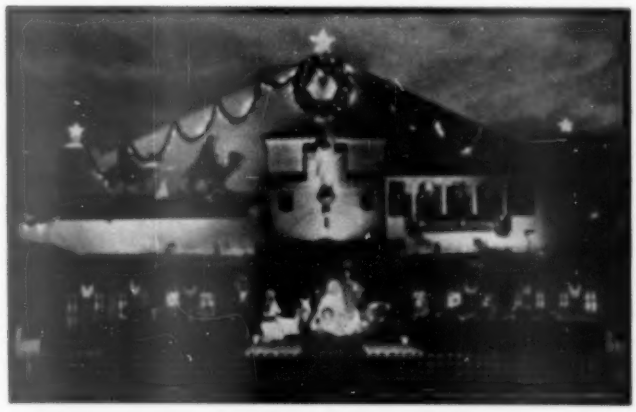
Mills received information from their agents in the Netherlands that importing of flour may be returned to private trade when buying is resumed. According to the general report, Economic Cooperation Administration dollars would be assigned to various flour importers who would make their own purchases and distribute the flour throughout the country in the same manner as in prewar days. Not all of the details have been worked out, however.

Importers believe that the purchasing will be done within the next fortnight and that Holland will return to 80% extraction specifications because of dissatisfaction with price and performance of 50% ash purchases.

The French buying was only partially completed Jan. 2 and was continuing. Early purchases were reported on the basis of $4.30 sack, osnaburgs, New York, but later reports indicated that the buying mission was seeking flour in the range of $4.10@4.15. Four lots are being sought for shipment Jan. 11 and Jan. 25 from New York and Jan. 17 and Feb. 7 from Norfolk. Most of the business is likely to be placed with eastern mills because of port specifications.

Cuba made some purchases this week to obtain the benefits of the current lower ocean rates on flour to the island, which are in effect only until Jan. 16. Some bookings also were made to Puerto Rico, and there was a rather steady trade with Venezuela. Other Latin American markets which bought were Dominican Republic, Salvador, Ecuador, Guatemala and Haiti. The Guatemala business was in the nature of confirmation of previous bookings, since that country has exhausted its subsidized quota in a spurt of buying early in December. The sales to Ecuador were made in spite of the difficulty in getting import licenses, but a few such permits are being issued from time to time to processors such as macaroni factories, cracker bakers and the like.

Continued inquiry comes from Brazil and there was some price seeking on lots as large as 100,000 sacks. However, it seems likely that the inquiry is still preliminary to any actual transactions which will be delayed until Brazil's Argentine wheat commitments are more nearly completed, according to trade sources.



CHRISTMAS DISPLAY—Some 100,000 persons viewed the decorated front (above) of Fuchs Baking Co. in South Miami during the holiday season. This figure was arrived at from the number of picture postcards of the display handed out each evening between Dec. 17 and Jan. 2. The bakery is always elaborately decorated and it has become a tradition in southeast Florida to drive out to the place and look at the decorations. Much publicity was given the affair through newspapers, commentators and radio. On Christmas day there was a television show of the event. Each evening choirs from local churches sang carols. The front of the building was made into a church; stained glass windows, imported from Ireland, provided a background, and at the altar was a manger scene of the Nativity with figures more than life-size. A Hammond organ was used each evening. The display was created by Charles M. Schwartz.

—BREAD IS THE STAFF OF LIFE—

STANDARD REPORTS DROP IN SALES, NET INCOME

CHICAGO—The Standard Milling Co., Chicago, has called $87,000 of its 3½% debentures at 102½ and interest for payment Feb. 1.

The company reported net income for the six-month period ending Nov. 30 of $609 on a sales volume of $19,426,175, compared with net profit of $1,890 and sales of $25,641,137 in the corresponding period of the previous year.

—BREAD IS THE STAFF OF LIFE—

ST. PAUL BAKERS' PARTY

ST. PAUL—The annual dinner dance of the Associated Bakers of St. Paul will be held Jan. 21 at Ramaley's Hall, St. Paul, according to a recent announcement by J. M. Long, secretary of the association.

Gain in CCC Warehouse Wheat Loans

PURCHASE AGREEMENT FEATURE OF SUPPORT PROGRAM LAGGING

Increase of 42 Million Bushels in Amount of Wheat Under Loan Accounts for Nine Tenths of Gain for All Crops in 1949 Program

By JOHN CIPPERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—Commodity Credit Corp. loans on 1949 crop grain and oilseeds through Nov. 30 amount to 403,152,202 bu., as against a 1948 total for the same period of 348,109,786 bu.

This represents an overall increase of about 45 million bushels for all crops covered, while the increase on wheat loans only amounts to approximately 42 million bushels.

The increase in wheat loans accounts for better than nine tenths of the total increase, and is significant in the light of the fact that the 1949 wheat crop was about 97 million bushels smaller than the 1948 crop of about 1¼ billion bushels.

A comparison of the price support program for the July-November period of 1949 by states with the same information on the 1948 crop may provide some interesting market information as to the position of the crop and the potential availability of supplies as the price changes.

Less Under Purchase Agreement

A major change is to be found in the amount of wheat placed under purchase agreement so far this year with a total as of Nov. 30 of only 9,072,773 bu. against 33,714,267 bu. last year at the same date.

Last year Colorado, Kansas, Montana, Nebraska, North Dakota, South Dakota and Oklahoma each had placed wheat bushelage running into seven figures under purchase agreement, while this year, at the same time, only two states—Kansas and North Dakota—passed the million-bushel mark in wheat under the purchase agreement option.

Colorado, on Nov. 30, 1948, had more than 5½ million bushels under the purchase agreement feature of the loan program. This year, the total for that state had reached only 871,280 bu. Kansas producers had placed on Nov. 30, 1948, 5,454,048 bu. under the purchase agreement, but on Nov. 30, 1949, the total was only 1,395,391 bu.

Equally sharp declines in the use of the purchase agreement are shown in other states where this feature of the loan program attained larger totals in 1948.

It will be recalled that farmers waited until the last month of 1948 to exercise their options on the purchase agreement feature of the program. In the program on the 1949 crop, producers have until Jan. 31 to get their crops under the CCC price umbrella. It may be that there will be a heavy movement of "free wheat" under the purchase agreement feature during January, or it may be that the purchase agreement option is dying a slow death and does not provide any utility to the producer.

During the final 30 days of the 1948 program, with Chicago cash wheat about 16¢ over the $2.29 loan rate, about 110 million bushels were put under the price support program.

This year, at the beginning of the final 30 days of the program, Chicago cash wheat is about 10¢ under the $2.26 loan rate.

The large increase in warehouse-stored loans by producers on 1949 crop wheat is quite noticeable. As of Nov. 30, 1948, the total under warehouse loans was approximately 169,459,000 bu. On Nov. 30, there were 221,047,746 bu. under warehouse loans. This represents an increase of approximately 51½ million bushels in warehouses in 1949 over 1948 and that fact belies the alarm stories issued by U.S. Department of Agriculture officials last winter and spring concerning the inability of warehousemen to take care of the 1949 crop which was in prospect at that time.

The milling and grain trades may find cause for consideration in the case of Texas, for example, where the Production and Marketing Administration reports that warehouse loans in 1949 amount to 37,484,198 bu. as compared with only 9,801,197 bu. in 1948.

At the same time, loans on farm-stored wheat in Texas have increased from 372,000 to 4,432,000 bu.

Oklahoma loans on warehouse-stored wheat this crop year have increased by more than 10 million bushels to 34,735,619 bu. as against 24,370,198 bu. in 1948.

Loans on both farm-stored and warehoused wheat are up in Colorado, but the greatest rate of increase is in the warehoused class.

In Montana, loans on warehoused wheat have dropped from more than 10 million bushels in 1948 to slightly more than 3½ million bushels for the 1949 crop. In Kansas, both loan categories have advanced about the same rate, bushel-wise, and possibly reflect the reduction of purchase agreements by producers in that state.

The same increase in the distribution of the loans between farm-stored and warehoused wheat has occurred

(Continued on page 79)

Wheat Production, 1948 and 1949 Crops, with Farm Storage and Warehouse Loans on Those Crops, Reported Through November of the Respective Years. (Source: Production and Marketing Administration, U.S. Department of Agriculture. In bu., 000's omitted.)

State	Production 1948	Production 1949	1948 Loans Farm	1948 Loans Whse.	1949 Loans Farm	1949 Loans Whse.
Colorado	50,988	45,475	3,674	7,855	4,863	11,459
Idaho	17,930	22,388	1,525	5,700	2,682	10,625
Kansas	231,368	164,208	8,605	41,230	10,797	43,741
Minnesota	27,517	20,058	793	1,869	1,489	1,922
Montana	90,547	64,080	7,470	10,321	4,298	3,374
Nebraska	82,988	54,408	6,793	9,670	6,607	10,138
North Dakota	96,498	77,427	9,587	12,818	8,663	9,888
Oklahoma	98,962	88,725	554	24,370	4,432	34,736
South Dakota	46,723	34,276	5,833	3,727	3,553	3,339
Texas	56,290	102,848	372	9,801	4,752	37,484
Washington	79,268	57,511	1,734	22,108	1,653	21,223
Other	364,585	415,059	3,260	19,900	11,334	33,119
TOTAL	1,243,664	1,146,463	50,220	169,459	65,123	221,048

Cuban Imports of U.S. Flour 16% Above 1948 in 9 Months

WASHINGTON—Imports of wheat flour in Cuba totaled nearly 1,140,000 200-lb. sacks in the first nine months of 1949, according to the U.S. Department of Commerce publication, Foreign Commerce Weekly. The information was obtained from ships' manifest data.

The figure represents a 16% increase, by volume, as compared with the like period of 1948, but a 24% decrease as compared with the January-September period in 1947.

Arrivals in 1949, especially in the July-September period, would have been much larger had Cuba ratified the International Wheat Agreement as soon as possible. This action was not taken until October, 1949, and Cuban merchants and bakers kept their purchases as small as practical for several months, awaiting the reduced flour prices which were expected to follow ratification.

The comparative shares of the prominent suppliers of wheat flour to the Cuban market have changed considerably since the beginning of 1949. In early 1949, Buffalo mills could not obtain Canadian wheat; flour brands of Canadian mills had only a limited acceptance and, as a result, U.S. mills using U.S. wheat supplied the bulk of Cuban imports.

In March, Canadian wheat began to be shipped in bond for milling in Buffalo. Because Canadian wheat was cheaper, "Buffalo-bonded" flour immediately began to take a larger share of the Cuban market, more in line with its prewar position. In the third quarter it accounted for an estimated 50% of all Cuban flour imports.

Official Cuban import statistics are available only for the first half of 1949. These show that imports of formula poultry feed have been maintained at about the same rate as in 1948, when some 5,000 metric tons were received, and that the U.S. remains the dominant supplier.

CCC Wheat Buying Limited to 245,000 Bu.

WASHINGTON — Government wheat buying, again inconsequential, was limited to Portland for the week ending Dec. 30 when only 245,000 bu. was obtained through the Portland office of Commodity Credit Corp.

The following CCC purchases of grain during the period Dec. 26-30 and cumulative totals for the season to date were reported by the U.S. Department of Agriculture (in bu.):

	Purchases Dec. 26-30	Week of July-Dec. 30
Wheat	245,000	[illegible]
Wheat flour (wheat equiv.)		[illegible]
Grain sorghums		[illegible]
Rye		[illegible]
Rye flour (rye equiv.)		[illegible]
Corn		[illegible]
Barley		[illegible]
Totals	[illegible]	[illegible]

—BREAD IS THE STAFF OF LIFE—

MICHIGAN MILLERS PLAN DETROIT MEETING JAN. 20

DETROIT—The annual winter meeting of the Michigan State Millers Assn. will be held in Detroit, Jan. 20, it is announced by Robert V. Harris, president. Convention headquarters will be at Hotel Statler. Business to be transacted at the meeting will include election of officers and consideration of two or three problems of immediate concern to the industry.

Although the complete program will be announced later, it probably will follow the usual pattern of an executive meeting for millers in the morning with a similar one at the same hour for allied members. The afternoon meeting will be open to all in attendance.

According to usual custom, a banquet with floor show will close the day's activities, preceded by the annual cocktail party sponsored by the allied group.

—BREAD IS THE STAFF OF LIFE—

W. A. RICHARDS TO TALK TO PENNSYLVANIA GROUP

YORK, PA.—W. A. Richards, Russell-Miller Milling Co., Minneapolis, will be the featured speaker at the Jan. 16 meeting of the Central Pennsylvania Bakers Assn. to be held at the Yorktowne Hotel here.

—BREAD IS THE STAFF OF LIFE—

$2 Billion Boost in CCC Borrowing Power Asked

WASHINGTON—A $2 billion boost in Commodity Credit Corp. borrowing power was asked this week when Rep. Brent Spence (D., Ky.), chairman of the House banking and currency committee, introduced a bill which, if enacted, would bring about the raise in borrowing power.

During the last session of the 81st Congress, Rep. Jesse Wolcott (R., Mich.), introduced a somewhat simi-

lar measure which would have expanded the CCC borrowing authority by $1 billion.

In putting in his bill, Rep. Spence said that the corporation had sufficient funds to carry out its programs for the 1949 crops, but since it had sizable amounts of money tied up in wheat, corn and cotton inventories now, it would be necessary to expand its financial capacity to provide the protection for the 1950 crops. The money has to be on hand for these programs when they are announced by the treasurer of agriculture as required by the Agricultural Act of 1949.

The Spence proposal would increase the present borrowing authority of CCC from $4.75 to $6.75 billion.

At the last session of Congress Charles F. Brannan, secretary of agriculture, said that CCC would not require additional funds for its programs through 1949. In introducing his bill, Rep. Spence said that the CCC does have the funds available to cover its commitments on these crops.

PILLSBURY DIVIDENDS

MINNEAPOLIS—A quarterly dividend of $1 a share on preferred and 50¢ a share on common stock of Pillsbury Mills, Inc., has been declared by the board of directors. The common dividend, the 91st consecutive quarterly dividend, is payable March 1 to holders of record Feb. 9. The preferred dividend is payable April 15 to holders of record April 3.

ZINSMASTER INTRODUCES BROWN 'N SERVE ROLLS

MINNEAPOLIS—Zinsmaster Baking Co. introduced Brown 'n Serve tea rolls and cinnamon rolls to the Twin Cities market Dec. 28 with full-page advertisements in the metropolitan newspapers. The ad stressed the convenience and "oven-fresh flavor" of the Brown 'n Serve products. It was the first full-page newspaper ad in this area featuring Brown 'n Serve products.

VOLUME OF ARGENTINE MILLFEED SALES DROPS

NEW YORK—Trade in Argentine millfeeds was considerably below recent volume. Spot bran was extremely scarce and such offerings found a quick turnover. Pollards were slow, and offerings for January to March shipment were on the basis of one third bran to two thirds pollards, at $44@45.50 short ton, f.o.b. cars here.

Potomac States Bakers Plan Winter Meeting

BALTIMORE, MD.—The Potomac States Bakers Assn. will hold its annual winter convention at the Lord Baltimore Hotel here Jan. 29-31. The program will include top men in the industry plus others whose successes in various fields enable them to pass along important messages to the baking trade.

The association, in line with its usual policy, will combine a social time with its daytime business program and from the time bakers and their friends arrive until the close of the annual banquet, business and pleasure will be perfectly combined, according to those in charge of arrangements for the meeting.

Kansas City Board of Trade Elects Officers for 1950

Glenn F. Hilts

Francis J. FitzPatrick

Warren E. Root

KANSAS CITY—Glenn F. Hilts, executive vice president in charge of southwestern operations, Larabee Flour Mills Co., Kansas City, became president of the Kansas City Board of Trade Jan. 3. He served as first vice president during the past year and succeeds Edmund Marshall, Shannon Grain Co., in the president's post.

Francis J. FitzPatrick, vice president of the Simonds-Shields-Theis Grain Co., advanced to the post of first vice president and in his place as second vice president the exchange elected Warren E. Root, secretary-treasurer of the Root Grain Co.

There was no contest for these positions. Frank Clay, Leahy Grain Co., withdrew as a candidate for president and J. K. Christopher of B. C. Christopher & Co., also withdrew as a nominee for second vice president.

Six directors were elected to serve two years. They are Frank W. Bartlett, Jr., Hart-Bartlett-Sturtevant Grain Co.; R. D. Crawford, Farmers Union Jobbing Assn.; Wayne A. Forcade, Mid-Continent Grain Co.; K. S. Hart, Hart Grain Co.; E. M. Marshall, Shannon Grain Co., and E. M. Summers, Tex-O-Kan Flour Mills Co.

The arbitration committee, elected by the membership, is composed of the following: L. J. Byrne, Jr., Kleean Grain Co.; Aaron M. Davis, Farmers Union Jobbing Assn.; C. J. Gundelfinger, Archer-Daniels-Midland Co.; Willis C. Theis, Simonds-Shields-Theis Grain Co., and Dewey E. Walter, Pillsbury Mills, Inc.

Directors elected to serve on the board of the Clearing House Co. are E. R. Jessen, Uhlmann Grain Co.; M. W. McGreevy, Harris Upham & Co.; T. A. O'Sullivan, Flour Mills of America, Inc., and R. H. Sturtevant, Hart-Bartlett-Sturtevant Grain Co.

The new president, Mr. Hilts, has spent his lifetime in the grain and milling business. Since joining the Larabee organization in 1916, Mr. Hilts has served as plant manager at St. Joseph, head of the grain department, assistant secretary and assistant treasurer. He recently was named executive vice president of the Commander-Larabee Milling Co. in charge of the firm's southwestern operations. The milling organization is the nation's fourth largest.

Warren E. Root, newly elected second vice president, first entered the grain business as an office boy in 1913 and spent some time with the Armour Grain Co. in Kansas City before World War I. In 1919 he joined his father's firm, the Root Grain Co., which had been established in its present form by James L. Root in 1915. Subsequently, he was elected secretary-treasurer of the company and became a member of the Kansas City Board of Trade in 1931. He has served on numerous committees of the exchange and has been a director for two terms. He was a member of the National Grain Trade Council in 1948.

Mr. FitzPatrick, who automatically becomes first vice president, became a member of the Kansas City Board of Trade in 1922. He began his grain experience as an office boy with the Simonds-Shields firm in 1915. He spent a period of time with the Ismert-Hincke Milling Co. and in the grain business in Texas before rejoining his present firm in 1922. Mr. FitzPatrick served in both world wars. In the army in 1918 and as Colonel in the Army Air Forces in World War II. For three years he was stationed in the Canal Zone as assistant to Gen. George H. Brett, chief of staff, and air force liaison officer in the Caribbean defense zone.

MINNEAPOLIS BAKERS' PARTY

MINNEAPOLIS — The annual banquet and dance of the Associated Bakers of Minneapolis will be held Jan. 14 at the Covered Wagon cafe here, according to a recent announcement by Ove Mathisrud, Mathisrud Bake Shop, Minneapolis, president of the association.

H. TRUXTON EMERSON RETIRES FROM P&G POST

CINCINNATI—H. Truxton Emerson, who has been with the Procter & Gamble Co. for 50 years, retired Jan. 1 as secretary. He will continue with the company in an advisory capacity for several months. Samuel Benedict, who has been associated with the manufacturing and buying departments of the organization for 25 years, has been elected the new secretary by the board.

December Flour Production Down From November Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,580,010 sacks of flour during December. This is a decrease of 261,178 sacks from the November output. The same mills reported production of 15,923,883 sacks during December, 1948, or 2,343,873 more than for the past month. Two years ago the production for December was 16,074,970 and three years ago 17,490,777. Based on the Bureau of the Census production for October, the latest available, mills reporting to The Northwestern Miller in that month made 73.1 of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in December, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 18,577,000 sacks.

During December, 11 durum manufacturing companies representing approximately 100% of the total durum production in the U.S. made 720,318 sacks of durum production, a decrease of 131,370 sacks from the production for November and 55,571 sacks under the production for December, 1948.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	December 1948	*Previous Month	December 1948	December 1947	December 1946
Northeast	1,474,278	1,587,879	1,543,884	1,587,831	1,543,828
Southeast	1,219,551	1,124,747	0,811,626	0,846,049	0,866,179
Buffalo	3,204,811	3,298,189	3,373,417	3,234,846	3,285,043
Central and Southwest	7,113,552	7,131,637	8,117,839	8,314,597	8,833,493
North Pacific Coast	841,284	848,834	1,124,388	1,075,733	1,063,385
Totals	13,580,010	13,841,188	15,923,883	16,074,970	17,490,777
Percentage of total U.S. output	73.1	73.1	79	79	87

Monthly Production of Durum Products

	December 1948	*Previous Month	December 1948	December 1947	December 1946
Sacks (100-lb.)	720,318	851,688	775,889	1,188,522	992,992

*Preliminary

MARKET MUSICIANS—The illustration above shows a group of musically-talented members and affiliates of the Minneapolis Grain Exchange as they presented a spontaneous band concert on the floor of the exchange last week as part of the exchange's holiday celebration. In the front row, left to right, are Charles Bowen, manager of an exchange lunch room; George L. Sawyer, Cereal Grading Co.; Russell F. Radlec, Archer-Daniels-Midland Co., and Robert W. Benson, Benson-Quinn Co. Second row, left to right: Wayne Solem, once an exchange employee; Arne H. Rustad, Farmers Union Grain Terminal Assn., and Richard Weiss, son of Frederick Weiss, La Grange Mills. At the piano is Merrill Smith, an employee of Atwood Larson Co.; drums, William F. Harvey, McCabe Bros. Co., and playing the guitar, W. D. Bynell, Van Dusen-Harrington Co.

RALSTON PURINA CO. NETS 4.8% ON SALES

Annual Statement to Stockholders Shows Net Profit of $11,694,545 on $243,810,370 Sales

ST. LOUIS—A net profit of $11,694,345 on net sales amounting to $243,810,370 was reported by Ralston Purina Co. for the fiscal year ended Sept. 30. Profits amounted to approximately 4.8% of sales.

During the year the board of directors declared dividends of $3.75 a share on the 3¾% cumulative preferred stock and $4 a share on the common stock. Total dividend payments were $3,574,967 for the year.

Donald Danforth, president of the company, said in a statement accompanying the financial report: "This has been another successful Purina year. Tonnage volume, dollar sales, plant expansion, profits, payrolls and dividends have all reached high peaks."

The company owns major milling properties at 29 locations in the U.S. The Ralston-Purina Co. of Canada, Ltd., is a subsidiary, as are the Taylor Milling Co., Stockton, Cal., and the West Coast Wharf & Storage Co., Oakland, Cal. The net profit of the Canadian subsidiary for the year ended Sept. 30, 1949, was shown at $445,264, expressed in Canadian currency.

The balance sheet showed total current assets of the U.S. company at $52,771,553, against total current liabilities of $16,130,446.

OFFICIALS OF CINCINNATI BOARD OF TRADE RENAMED

CINCINNATI—Officers and directors of the Cincinnati Board of Trade, Inc., were reelected at an annual meeting Dec. 15 in the Board of Trade offices in the Federal Reserve Bldg. They are:

President, Sylvester L. Fisher, Schenley Distillers, Inc.; first vice president, Robert Lee Early, the Early & Daniels Co.; second vice president, Elmer H. Heile, Cincinnati Hay & Grain Co.; secretary, H. A. McCord, Cooperative Mills, Inc., and treasurer, Roger Drackett, the Drackett Co.

Directors named are William C. Heinz, Dr. Heinz Co., Washington C.H., Ohio; A. E. Lippelman, Ubiko Milling Co., and Henry Nagel, Henry Nagel & Son. Mr. Early and Mr. Heile.

Mr. Fisher reported that more truck and carload shipments were handled through the board in 1949 than during the preceding year.

NEW STORAGE FOR DYSON

NEW BLOOMFIELD, PA.—H. P. Dyson's Sons Co. of this community, have broken ground for construction of six monolithic concrete silos for grain storage at their Newville plant. The capacity of these silos will be 60,000 bu., giving the firm a total of 125,000 bu. grain storage capacity at all plants.

L. C. CHASE NOMINATED FOR PRESIDENCY OF EXCHANGE

ST. LOUIS—L. C. Chase, vice president, Flour Mills of America, Inc., Kansas City, and general manager, Valier & Spies Milling Company, St. Louis, has been nominated for the presidency of the Merchants' Exchange of St. Louis in 1950. L. Busch Faust, chairman of the nominating committee, announces. Mr. Chase now is first vice president of the exchange.

The current president is Eldred A. Cayce, Ralston Purina Co. The annual election will be held Jan. 18 in the trading hall of the exchange.

Born in Columbus Grove, Ohio,

L. C. Chase

Mr. Chase entered the milling industry in 1902 as a mill hand for the Allen & Wheeler Co., Troy, Ohio. He has been associated with Valier & Spies Milling Company since 1927 and was president of that company until its consolidation with Flour Mills of America, Inc. He is a past president of the St. Louis Milling and Grain Club and is a member of the finance committee of the Illinois Millers Assn.

Nominations for other official posts were announced as follows: for first vice president, H. H. Vogel, vice president, Continental Grain Co.; for second vice president, D. W. Kleitsch, Cargill, Inc.; for directors, C. G. Haunschild, Anheuser-Busch, Inc.; R. A. Woolsey, Blanton Mill, Inc., and J. L. Young, Norris Grain Corp.

The report also announced the following nominations for committee members: arbitration—H. A. Adam, J. H. Albrecht, C. H. Appel, H. B. McCormick and S. J. Schuster; appeals—R. C. Burckhardt, H. R. Diercks, G. L. Kelley, R. A. Leonhardt and T. M. Scott.

U.S. Sales Under Wheat Agreement

The following table shows by countries of destination the cumulative sales since the beginning of the program, Aug. 1, through Dec. 16, 1949.

Country	Commercial Bonus (wt)	Commercial Bonus (bu. equiv.)	Wheat: Commercial (bu)	Wheat: CCC (bu)	Total (bu)
Austria				1,417,182	1,417,182
Belgium and Colonies	8,225	13,370		3,464,123	3,477,493
Bolivia	54,871	127,347			127,347
Cuba	568,547	927,658	17,549		945,207
Dominican Republic	15,345	28,189			28,189
Ecuador	153,224	253,031			253,031
El Salvador	84,914	140,159	3,633		143,792
Greece	*514,884	*843,751		1,247,840	2,091,591
Guatemala	159,176	266,591			266,591
Haiti	793	18,000			18,000
Ireland				833,224	833,224
Israel	188,743	343,743		373,171	716,914
Italy				3,918,896	3,918,896
Mexico			1,833,757		1,833,757
Netherlands and Colonies	384,871	2,173,478		2,246,763	4,420,241
Nicaragua	8,195	13,724			13,724
Norway	375,174	2,331,413	1,034,845		3,366,258
Panama	12,495	19,983			19,983
Peru			2,311,457		2,311,457
Portugal and Colonies	351,833	487,168	1,436,436	2,435,618	3,871,254
Saudi Arabia	71,857	180,724		77,835	258,559
U. K. Colonies	193,813	330,138			330,138
Venezuela	241,914	338,138			338,138
Total	3,918,311	9,894,478	6,797,121	16,411,771	31,103,370

*Sold by Commodity Credit Corp.

Contract Clause Suggested for IWA Flour Sales

WASHINGTON — Insertion of a special clause in the contract forms used by members of the Flour Millers Export Assn. to cover sales made under the International Wheat Agreement has been recommended by the FMEA contract committee and approved by the directors.

It reads:

"If the above scale has been made under the terms of the International Wheat Agreement and if, for any reason, it should not be accepted by the International Wheat Council, it may be cancelled or the price revised to a basis mutually satisfactory to buyer and seller at the option of the seller."

It is further recommended by the FMEA that until such time as the new contracts are available the mills protect themselves by instructing their agents to insert this clause in their contracts.

It is also recommended that all contracts covering sales made under the International Wheat Agreement include the clause given below, which is not printed on the contracts since not all sales are made under the wheat agreement:

"This sale has been effected under the terms and conditions of the International Wheat Agreement."

EBERHARD ANHEUSER GETS NEW A-B CHAIRMAN POST

ST. LOUIS — Eberhard Anheuser, senior vice president of Anheuser-Busch, Inc., has been elected chairman of the board of the firm, effective Jan. 1. Mr. Anheuser has been vice president next to the president, August A. Busch, Jr., since 1947, when the company adopted new by-laws which discontinued the practice of numbering vice presidents and gave them rank in order of seniority. The office of chairman of the board was created by the directors' action Dec. 29.

Mr. Anheuser is a grandson of Eberhard Anheuser, who, with Adolphus Busch, founded the Anheuser-Busch Co. He entered the employ of the company in 1896 as a shipping clerk in the brewery's freight department.

HUNTING ACCIDENT KILLS CHARLES T. FUCHS, 57

SOUTH MIAMI, FLA.—Charles T. Fuchs, 57, president of the Fuchs Baking Co., was accidentally killed Dec. 31 while on a duck hunting trip in the Everglades about 50 miles from Miami. Witnesses reported that the recoil from an exploding shell, which burst the gun barrel, knocked him backwards into the unguarded propeller blades of the airboat from which he was hunting.

Mr. Fuchs was an inveterate hunter and had spent the month of October in Wyoming hunting elk and deer. Last spring he suffered a broken ankle while hunting in the Everglades.

A native of New York, he came to Florida from Milan, Tenn., with his parents in 1912. The family settled in Homestead, 25 miles south of Miami, and the elder Mr. Fuchs opened a small grocery store. Before long a bakery was established in the rear

of the store, and it was from this beginning that the million-dollar plant now operating in South Miami was developed. The South Miami plant was opened in 1935 and in 1948 an extensive modernization project made it one of the nation's first "push-button" bakeries.

Mr. Fuchs was president of the South Miami district Chamber of Commerce, a director of the Miami Rotary Club, a Mason and a member of the Scottish Rite Temple, Mahi Shrine, Elks Club, American Legion and the Rod and Reel Club. He was also interested in extensive farming and cattle raising projects in southern Florida.

Funeral services were held Jan. 3 at the South Miami Baptist Church. Survivors include his widow, Onia; a daughter, Jane; two sisters and two brothers.

Lyman C. West Retires from Chicago Board

CHICAGO—Lyman C. West, 80, statistician for the Chicago Board of Trade, retired Jan. 2 after service with the board for more than 60 years.

Mr. West was born June 20, 1869, and started working for the board of trade in February, 1889. He has been statistician in charge of compiling the annual year book of the Chicago Board of Trade since 1903. Upon his retirement, Carl E. Erickson, who has been Mr. West's assistant for the past 29 years, will succeed him in the statistician's office.

Mr. West's associates held a small party in his honor at the Board of of Trade Bldg. recently. His record for continuous service has been exceeded by only one other employee of the board.

BROKERAGE FIRM MOVES

COLUMBUS, OHIO — The grain brokerage firm of Cummings & McAlister, 30 E. Broad St., became McAlister & Co. effective after Dec. 31, 1949, according to an announcement by Robert F. McAlister. There will be no change in management or personnel, it was stated.

Commission Merchants Enlist Aid of Country Shippers in CCC Fight

By JOHN CIPPERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—A real fight on the part of the terminal commission merchants for their right to participate in the movement of Commodity Credit Corp. grain in behalf of country shippers is forecast when the shipping and storage branch of the U.S. Department of Agriculture opens its consideration of the uniform storage agreement shortly. This agreement heretofore has been under the administration of the Production and Marketing Administration grain branch, where the appeals of the terminal merchants have persistently been rejected.

This year promises to be another story, as the commission men have decided that polite presentation of their desire to stay in business is not enough. They now have enlisted the aid of the country shippers in conducting their campaign.

Aware of the fact that many country shippers have been nursing deep-seated complaints against CCC methods of moving grain from country points, the terminal commission men have asked country shippers to centralize their complaints in itemized form with the Grain & Feed Dealers National Assn. Already more than 475 statements uttering various types of dissatisfaction with the government's treatment of the country shipper of CCC grain have been received at GFDNA's St. Louis headquarters, although the terminal commission men have barely cracked the surface in their fight to hold their place in the grain handling field.

Disregards Terms

Complaints already on hand in part allege disregard of the terms of the present uniform grain storage agreement on the part of the government in that in many instances CCC, in ordering grain from country stations to export positions, fails to halt the cars at the first terminal point for inspection for outrun weights and grades. This disregard of the terms of the uniform agreement puts the responsibility for these factors on the country shipper, who does not learn of the finally reported conditions of a car of grain for some considerable time later.

CCC officials say that since the grain being moved belongs to CCC this consideration is not important. Yet it is important to the country shipper, who, if on learning at a first terminal inspection point a car was out of condition, he could order it diverted or sold and replace the car with another to insure appropriate delivery. The presence of terminal commission men to fight for the country shipper on matters like these is being cited to the country elevator people to enlist their support for the terminal commission merchants.

Reporting Slow

Another matter of great importance, according to an analysis of letters received by the GFDNA is the dilatory methods of CCC in reporting outturn weights and grades to country shippers. It is not unusual, according to information obtained from these shippers, for many weeks to pass before they get back reports on their carlot consignments to CCC. Delays of this kind, it is believed, could be removed or materially reduced if a terminal commission man were present to prod the regional CCC offices into action.

The matter of gross delay in paying accounts is another item of great significance to the country shipper who has filed complaints with GFDNA. Cases of weeks or months of nonpayment are reported by these shippers. Terminal commission men believe that they can expedite the payment of these accounts if they were permitted to participate in the CCC grain movement.

The objection of CCC heretofore is said to center around the point that the terminal commission men merely perform services which at a later period CCC itself will perform, and since the grain belongs to the government, authorization of the use of the services of the commission merchants is unjustified.

However, in the case of shipments of CCC wheat from country points the warehouseman is responsible for the grade and outturn weights of these shipments, and any deterioration which might occur in transit is the responsibility of the warehouseman. According to the terminal commission merchants group, alert representation of the country shipper's interests at the first terminal point of inspection the car can be inspected both as to grade and weight and the burden of responsibility would fall, where it belongs, it is said on the CCC.

Approach Stronger

In recent years the terminal commission men have been reluctant to put up a real fight for their place in grain handling. They have made a straight, dignified appeal that CCC has had no right to exclude them from their rightful place in this field. Now, however, centering their fight in GFDNA headquarters they are preparing a detailed and documented case to lay before the government when the uniform agreement comes up for reconsideration.

They intend to cite chapter and verse showing serious complaints from country shippers which they allege could be eliminated if they as terminal merchants for the country shippers appeared in their behalf even when CCC grain was being shipped.

Trade sources say that an original response from more than 475 country shippers indicates that before the terminal commission merchants have completed their case they will have a much larger volume of evidence to support their claims.

JOSEPH A. COOPER JOINS STALEY MILLING STAFF

KANSAS CITY—Joseph A. Cooper, Buffalo, has joined the staff of the Staley Milling Co., Kansas City. Among his several duties with the feed manufacturing firm will be that of purchasing feed ingredients.

Mr. Cooper has been manager at Buffalo for the Ward-Steed Co., feed

Joseph A. Cooper

brokerage firm, and formerly was in charge of the firm's Kansas City office. He has been associated with the brokerage company since his discharge from service after the war, starting in the headquarters office in Chicago. He was appointed manager of the firm's Buffalo office when it was established in 1948.

Mr. Cooper will take over his new duties about the middle of January.

STRIKE HALTS WORK AT 50 N.Y. GROCERY PLANTS

NEW YORK—Operations at an estimated 50 wholesale grocery plants in this city were halted Jan. 3 following a work stoppage of 1,000 drivers, helpers and warehousemen. Several hundred neighborhood retail grocery stores throughout the city are affected.

Representatives of three wholesale grocery groups are negotiating with union officials but labor spokesmen would make no predictions of a speedy settlement. Wage demands and the union insurance fund are the chief issues being discussed.

The truckmen's dispute does not affect bakery supply drivers as they are under a separate contract.

ANNIVERSARY—In the illustration above William Dittman, oldest employee of Arkell & Smiths, Canajoharie, N.Y., is shown presenting the 10 billionth paper bag manufactured by the company in its Canajoharie plant to S. S. Yates, president of the company. J. R. Murphy, General Mills, Inc., and G. H. Doherty, Arkell & Smiths sales representative in Buffalo, are viewing the ceremony. The record-making bag was later given to Mr. Murphy to add to the collection of General Mills memorabilia. The presentation took place recently at the 90th anniversary celebration commemorating the founding of Arkell & Smiths in 1859 as the first manufacturer of paper bags in the U.S.

HOLIDAY SLUMP IN VOLUME OF FLOUR SALES CONTINUES

Sales Total Down Sharply in Southwest, About Unchanged for Spring Wheat Mills; Unsettled Markets Delay Buying

Recovery from the holiday slump in flour sales is slow, reports from milling and distributing centers indicate this week. Moderate amounts of flour were sold by spring wheat mills last week, but in the Southwest a sharp drop in sales to about one quarter of capacity was recorded. Buyers continue to approach new future bookings cautiously in the face of unsettled wheat market conditions. Bakers in most areas did a good volume of business in bread and sweet goods over the holiday period, and now that year-end inventories are out of the way some reordering of flour supplies is anticipated. Sales last week consisted mainly of replacement lots.

EXPORT TRADE VERY QUIET

With European interest dormant and Latin American demand quiet, there is little to report in export flour business. However, there are strong prospects for improvement in the early part of 1950. Buying by Holland is being held up by some difficulties involving subsidy levels, but Italy, France and Norway have access to Economic Cooperation Administration funds for the purchase of flour. Holland has a $12 million ECA grant for wheat and wheat flour, but action on purchasing remained stymied early this week.

SALES REDUCED IN SOUTHWEST

Although many bakers need new supplies and foreign interest is showing signs of picking up, flour business reported in the Southwest is very limited. Sales last week averaged 25% of capacity, compared with 134% the previous week and 36% a year ago. Bakers showed very little interest in booking supplies. Sales were small in size, with none greater than 4,000 to 5,000 sacks. The backlog of orders on mills' books is far below normal at 30 to 40 days' running time. Directions fell somewhat below expectations but were sufficient to provide fair running schedules for this week. Family business improved, as restocking of supplies became necessary after the year-end inventories.

SPRING MILLS TRADE ONLY MODERATE

No appreciable pick-up in flour interest was noted early this week among spring wheat mills as business appeared to be having some difficulty regaining momentum following the holiday dullness. Sales last week were maintained at 59% of capacity, about the same as the previous week, when they averaged 58% of capacity. Last year the figure was 45%. Buying developed on the stronger cash wheat market, but it was not sustained, and sales were mainly small lots for near-by positions. Family flour directions improved as wholesalers began restocking following the inventories. Directions on bakery types were fair. Shipments from mills jumped to 92% of capacity from 68% the preceding week.

A detailed review of sales activity in the principal flour markets in the U.S. will be found on page 74.

BUYING LIMITED IN EASTERN CITIES

Reflecting the traditional holiday dullness, business at New York was confined largely to small-lot purchases for prompt shipment. Most purchases continued on a hand-to-mouth basis, and large baker buying was not present to give interest in round lots. Business was light at Boston last week, with most of the trade either taking job lots or drawing on future commitments. Buyers were reported to be waiting to see whether wheat farmers would hold their grain or release it to the government.

At Buffalo flour sales were limited during the period when bakeries and wholesale houses were busy taking inventory. However, shipping directions were good, and Buffalo milling operations continued close to capacity. Sales personnel look for a good volume in the next few weeks.

At Philadelphia most bakers were inclined to defer buying a while longer. Some chain bakers are reported to have purchased supplies, but on the whole business was quiet. Mill representatives believe that a large backlog of potential buying is in prospect. Sales in the Pittsburgh district were decidedly slow, with purchases of fill-in lots noted. Family flour sales also declined. Directions, however, are good, as bakers order out supplies bought at lower than current prices. Bakers report that holiday sales of sweet goods were very satisfactory, and mill representatives look for improved business in the next few weeks.

CENTRAL STATES BUSINESS QUIET

Buyer interest was lacking at Chicago, where holiday dullness limited sales to scattered cars for fill-in purposes. Shipping directions continue fair. The family flour market also was quiet last week, with sales confined to small lots. Trading at St. Louis was reported very dull, with the only sales consisting of one-car lots for prompt shipment. Shipping directions also were slow, although buyers' stocks apparently have dropped to a low level. Central states mills also reported light demand and no interest in long-term bookings.

SOUTHERN BUYERS LIMIT PURCHASES

At New Orleans buying was confined to small lots for near-by positions, although some scattered inquiries are being received for future bookings. Northern springs suffered the greatest sales lag, with soft winters also in rather poor demand. Shipping directions showed a slight increase, especially for near-by.

MARKET DULL IN PACIFIC N. W.

Flour business was dull in the Pacific Northwest. Buyers at Portland showed no interest in taking on replacements during the inventory period, and prices were no inducement to further activity. Mill operations are at a low level, with at least one terminal plant down for two weeks and several interior mills also closed for a short period. At Seattle the same conditions prevail, and mills see little prospect for improvement until export markets are reopened. Mills there are running at half capacity or less on domestic contracts.

FLOUR PRODUCTION SHOWS DECREASE

Flour production shows a decrease of 291,413 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 73.1% of the total flour production in the U.S. during October, the latest month for which census figures are available, amounting to 2,730,988 sacks compared with 3,022,401 in the previous week and 3,059,637 in the corresponding week of a year ago. Two years age the figure was 3,087,661 and three years ago 3,817,461. There were decreases in all sections of the country: Northwest, 49,945 sacks; Southwest, 156,138; Buffalo, 7,271; Central and Southeast, 63,536, and North Pacific Coast, 15,000.

Indifferent Demand for Semolina and Durum Granulars Continues

Slow inquiry early this week indicated a continuance of the indifferent demand for semolinas and durum granulars which prevailed during the past few weeks. Buying declined again last week, although there was some pick-up in shipping orders for after the first of the year.

Trade reports from the East emphasize the slow outgo of macaroni and noodle products from manufacturing plants as wholesalers kept their stocks low for the year-end inventory. The small sales made were for deferred delivery.

Somewhat stronger demand for durum wheat boosted premiums 1¢ last week to 14¢ over the May future. However, the May wheat prices slipped about 1¢ early this week and prices for cash durum were maintained at about the same level as last week. Standard semolina was quoted in the range of $5.80@5.90 sack, bulk Minneapolis, down 5¢ on the lower end of the range.

Operations of durum mills continue well below capacity, reflecting the generally slower tempo of business.

Durum wheat prices delivered at Minneapolis, Dec. 30, were as follows:

Fancy 1 Hd. Amb. or better	[illegible]
Choice 1 Amber or better	[illegible]
Choice 2 Amber or better	[illegible]
Medium 2 Durum or better	[illegible]
Medium 3 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks, with comparisons, percentages of capacity based on six-day week:

	No. mills	6-day wk. capacity	Wkly production	% of capacity
Dec. 25-31	[illegible]	[illegible]	[illegible]	[illegible]
Prev. week	[illegible]	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]	[illegible]

	Crop year production
July 1-Dec. 31, 1949	[illegible]
July 1, 1948-Jan. 1, 1949	[illegible]

MILLFEED DEMAND CONTINUES LIMITED

Distress Lots Depress Spot Market; Prices Decline $1@2 Ton; Production Large

Millfeed demand remains quiet, and prices are off $1@2 ton, compared to a week ago. With production fairly large, some excessive supplies have depressed the spot market. Distress lots were reported sold at discount of about $1 ton from posted quotations. Standard middlings are under the greatest pressure and generally discounted under bran.

Formula feed sales in the Northwest this week fell off from the volume established last week as year-end sluggishness enveloped business. The decline was noted in all types of feed, including those which have been maintaining a good volume in recent weeks.

The drastic declines in egg prices apparently contributed to the reduction in poultry ration orders as poultrymen and dealers tightened up their buying. While the outlook for poultry business is discouraging to many, more experienced observers in the feed industry believe that the slump will be overcome.

Ingredient markets were sluggish. Although a few minor price gains were chalked up, the general tone of markets was easier in the face of slack demand.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 211.6 as of Dec. 27, down 2 points for the week. The feed grain index was 184.4, up less than 1 point.

An upturn in sales of formula feed was reported by most manufacturers in the Southwest last week. Compared with the previous week, demand was good. Large orders were infrequent since most of the business consisted of hurry-up fill-in lots. Many dealers had allowed their inventories to run too low, and quick replacement was necessary.

The new support price for eggs at a national average of 37¢ doz. is far above the present market for current receipts in the Southwest and the trade feels that egg prices might strengthen after the first of the year, when the new support program goes into effect. This action would tend to stimulate poultry feed demand. Demand for poultry feed is fair, dairy feed is in good demand and hog feed is also selling at a good pace.

Operations at nearly all plants were confined to four days last week, due to the holidays. Running time was filled for the week. Prices of most classes of formula feed are unchanged, but there are scattered advances of no more than $1 ton.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 42,356 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 47,058 tons in the week previous and 48,322 tons in a similar period a year ago. Crop year production to date totals 1,348,694 tons as compared with 1,517,336 tons in the corresponding period a year ago.

Cash Wheat Markets Gain as Futures Drift Lower

Short Supplies Boost Cash Values as Loan Program Influence Is Felt; Futures Lack Stimulus

Lacking any fresh stimulus to boost values, wheat futures markets continue to display an easy tendency. Quotations last week drifted to lower levels at principal markets in slow trading sessions, influenced principally by the same factors which were given attention in recent weeks; namely, slow export demand, moderate domestic flour business and prospects for a large 1950 crop despite acreage allotments. Meanwhile, cash markets gained up to 3¢ bu. for some types, notably in the Southwest, reflecting lowered year-end receipts at terminals.

Closing prices for wheat futures at leading markets Jan. 3 were: Chicago—March $2.16⅝@2.16½, May $2.10⅛@2.10⅜, July $1.90⅝@1.90¾, September $1.90⅝; Minneapolis—May $2.15, July $2.09, September $1.96½; Kansas City—March $2.14¼, May $2.06½@2.06⅝, July $1.86⅜, September $1.87¼.

Long Term Factors Noted

While cash wheat prices chalked up gains last week, futures markets reflected the longer term appraisal of the wheat demand and supply situation. Lagging exports plus the promise of a favorable outturn of winter wheat in 1950 promise a large carryover at the end of the crop year. The effects of government loan program are being felt more keenly in cash markets while futures, temporarily, at least, are not showing the same stimulus. With wheat prices below the loan level in most areas, there is a lack of incentive for farmers to deliver wheat to markets, and the actual supply situation is tight.

The U.S. Department of Agriculture reported last week that wheat under loan and purchase agreement last week totaled 295,243,000 bu. Nov. 30, representing an increase of about 14 million bushels over the total at the end of October. The amount placed under price support by the end of November, 1948, was 253,393,000 bu. Farmers this year have until Jan. 31 to take advantage of the loan program.

Export transactions last week were not important. Procurement of wheat and flour by Holland under an Economic Cooperation Administration grant of $12 million was delayed by some difficulties involving subsidy payments. Spain last week reportedly purchased about 750,000 bu. wheat. Sales under the International Wheat Agreement, which add up to something over 30 million bushels are far short of the U.S. crop year quota of 168 million bushels.

Meanwhile, competition from wheat exporting countries in the Southern Hemisphere is increasing as new crops come to market in Australia and Argentina at prices below domestic levels. However, some observers look for a pick-up of U.S. exports in the last half of the crop year, and the government continues to base its calculations on an export goal of 400 million bushels.

Moisture conditions have improved in most sections of the Great Plains, although some additional precipitation is still needed for small grains in much of the western plains, Colorado and New Mexico, according to the latest official crop bulletin. Most wheat areas in Oklahoma and Kansas received definite relief, but more moisture is needed in the western parts of these states.

Spring Receipts Light

The cash wheat situation at Minneapolis continued dull. Receipts were very light, amounting to only 567 cars at Minneapolis and 545 at Duluth. Although mill demand averaged quiet, premiums on 13% protein and higher wheat were up 1¢ principally because of the very light offerings. Mills extended their free storage offer to Feb. 1. Ordinary No. 1 dark northern spring was quoted at 2¢ over the May. Twelve per cent protein No. 1 dark northern spring was quoted at 4@6¢ over, 13% protein 8@12¢, 14% protein 13@17¢, 15% protein 18@22¢, and 16% protein 23@27¢ over May. The average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.77% and the durum 13.01%.

The trading basis on durum wheat was entirely unchanged. The demand situation remained the same. That is, a good inquiry for the better milling types from North Dakota, only fair demand for intermediate North Dakota qualities, but a poor demand for the general run of South Dakota durum and the low grade North Dakota lots. At the close, No. 1 and No. 2 hard amber durum, top milling quality, quoted at 12@13¢ over the Minneapolis May price.

The following table shows the approximate range of cash spring wheat values at Minneapolis, Dec. 30:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.18½@ ....
11.00% Protein	2.21¼@2.24¾
12.00% Protein	2.24¾@2.30¾
13.00% Protein	2.31¼@2.35¼
14.00% Protein	2.36¼@2.40¼
16.00% Protein	2.41¼@2.45¼

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 52 lb.
Damage—1¢ each 1 to 5%, over 5%...

Cash Prices Fluctuate

Cash wheat undertook the broadest price fluctuation in some time during the holiday period at Kansas City and the result was higher prices, although the trend was easier Jan. 3. Very light offerings and practically no producer selling at year-end coupled with a good demand from mills and elevators created a strong advance in premiums during the week. On the other hand, the basic May future was weak and worked several cents lower before the week was out. Ordinary premiums for No. 1 dark and hard winter wheat advanced from 10½@12½¢ over to 13@15¢ over by Dec. 30, 12% protein was up to 13@18¢ over and 13% advanced to 13@20¢ over. However, over the week end the market worked 1¢ lower on the higher end of these premium ranges. Adding to this the decline of the May future to a low close of $2.06⅝ Jan. 3 pulled the range of cash wheat prices down to $2.19⅝@2.34⅝. The high range was $2.21@2.35½ Dec. 30, and the week opened at $2.18@2.33¼, so there still remained a net gain of 1½@1⅝¢ bu.

The following table shows the approximate range of cash wheat prices at Kansas City Dec. 30, protein content considered:

No. 1 Dark and Hard	$2.21@2.35½
No. 2 Dark and Hard	2.20@2.35
No. 3 Dark and Hard	2.18@2.33
No. 4 Dark and Hard	2.16@2.31
No. 1 Red	2.21@2.23½
No. 2 Red	2.20@2.28
No. 3 Red	2.18@2.21½
No. 4 Red	2.16@2.19½

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Dec. 25-31, 1949	*Previous week	Dec. 26-Jan. 1, 1949	Dec. 28-Jan. 3, 1948	Dec. 28-Jan. 4, 1947
Northwest	541,583	631,117	435,991	477,534	882,189
Southwest	1,024,991	1,314,144	1,303,158	1,284,519	1,414,924
Buffalo	481,284	499,319	443,238	493,464	483,898
Central and Southeast	423,966	449,594	413,136	414,199	446,381
North Pacific Coast	174,889	188,181	256,185	235,525	341,098
Totals	2,736,848	3,033,443	3,028,637	2,987,461	3,417,461
Percentage of total U.S. output	73.1	73.1	70	68	67

*Revised.

	Percentage of capacity operated in 6-day week: Dec. 25-31, 1949	Previous week	Dec. 26-Jan. 1, 1949	Dec. 28-Jan. 3, 1948	Dec. 28-Jan. 4, 1947	Crop year flour production July 1 to: Dec. 31, 1949	Dec. 31, 1948
Northwest	58	61	66	65	80	18,491,984	18,600,073
Southwest	84	72	66	61	97	31,472,141	40,357,476
Buffalo	81	82	77	82	81	11,994,512	14,466,324
Central and S.E.	51	55	58	55	71	13,584,981	15,906,487
No. Pacific Coast	45	48	69	65	101	8,871,962	9,126,549
Totals	61	68	71	72	88	83,315,642	94,637,361

SOUTHWEST

Kansas City

	6-day week capacity	Flour output	% activity
Dec. 25-31	475,725	306,135	65
Previous week	465,729	345,181	76
Year ago	465,725	316,244	77
Two years ago	378,925	315,195	84
Five-year average			74
Ten-year average			74

Wichita

	6-day week capacity	Flour output	% activity
Dec. 25-31	114,600	67,018	57
Previous week	113,937	34,596	81
Year ago	118,800	85,763	75
Two years ago	112,800	81,479	72
Five-year average			75
Ten-year average			74

Salina

	6-day week capacity	Flour output	% activity
Dec. 25-31	109,200	86,537	83
Previous week	109,200	87,069	87
Year ago	100,200	81,858	83
Two years ago	100,200	101,890	101
Five-year average			81
Ten-year average			81

35 Representative Mills Outside of Kansas City, Wichita and Salina

	6-day week capacity	Flour output	% activity
Dec. 25-31	1,002,100	844,812	84
Previous week	1,021,100	742,881	73
Year ago	1,001,400	818,673	81
Two years ago	918,240	831,749	87
Five-year average			84
Ten-year average			78

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	6-day week capacity	Flour output	% activity
Dec. 25-31	769,814	423,449	54
Previous week	769,914	*394,991	52
Year ago	752,364	421,128	57
Two years ago	741,342	411,378	55
Five-year average			59
Ten-year average			61

*Revised.

NORTHWEST

Minneapolis

	6-day week capacity	Flour output	% activity
Dec. 25-31	261,360	221,711	61
Previous week	261,360	*253,290	66
Year ago	274,860	220,529	81
Two years ago	278,180	270,957	73
Five-year average			68
Ten-year average			84

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	6-day week capacity	Flour output	% activity
Dec. 25-31	662,400	350,848	53
Previous week	662,400	*378,314	57
Year ago	883,400	394,775	60
Two years ago	666,800	406,547	64
Five-year average			58
Ten-year average			56

*Revised.

BUFFALO

	6-day week capacity	Flour output	% activity
Dec. 25-31	589,960	481,788	81
Previous week	589,600	*499,269	82
Year ago	601,750	463,238	77
Two years ago	601,200	493,484	82
Five-year average			77
Ten-year average			74

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	6-day week capacity	Flour output	% activity
Dec. 25-31	143,000	114,568	51
Previous week	143,500	*127,116	57
Year ago	141,060	164,484	66
Two years ago	142,320	170,494	78
Five-year average			73
Ten-year average			64

*Revised.

Portland and Interior Oregon Mills

	6-day week capacity	Flour output	% activity
Dec. 25-31	148,200	36,931	34
Previous week	136,258	*53,047	39
Year ago	148,200	91,266	62
Two years ago	144,616	85,118	47
Five-year average			57
Ten-year average			68

*Revised.

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Crop year to date	Northwest*: Weekly production	Crop year to date	Buffalo†: Weekly production	Crop year to date	Combined**: Weekly production	Crop yr. to date
Dec. 26-31	21,425	877,149	11,249	378,193	8,442	261,157	41,116	1,516,499
Prev. week	24,088		12,153		10,818		47,059	
Two weeks ago	24,094		12,963		11,308		48,366	
1949	26,401	850,771	11,818	381,962	10,902	284,802	48,221	1,517,534
1947	22,862	824,291	13,841	477,433	9,569	274,268	46,272	1,575,990
1946††	24,424	759,694	16,990	467,914	8,778	358,168	50,187	1,575,276
1945	24,510	709,144	15,119	474,025	10,335	294,915	50,064	1,478,117
Five-yr. average	23,504	718,783	13,755	437,256	9,659	293,187	46,945	1,448,283

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (31 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

At Fort Worth ordinary No. 1 hard winter wheat was reported selling Jan. 3 at $2.40@2.41 bu., delivered Texas common points. The premium for 13% protein was 1¢ bu. Demand is quiet and offerings are light.

Markets in the Pacific Northwest are dull, with very little interest shown by millers and feed manufacturers. Mill bookings were extremely light, and they were not interested in purchasing prior to the first of the year. Feed manufacturers were out of the market. The short week served to effectively stop trading except for small amounts. Farmers were not selling, and terminal operators were liquidating their holdings. Offerings of only 145,000 bu. were taken by the CCC last week.

272,186 Sacks of Flour Sold Under Wheat Pact

WASHINGTON—The U.S. Department of Agriculture announced that during the week of Dec. 23 to Dec. 29, inclusive, the Commodity Credit Corp. confirmed sales of 593,364 bu. wheat (including wheat and wheat flour in wheat equivalent) under the International Wheat Agreement.

The sales included 272,186 sacks of flour (591,864 bu. wheat equivalent) and 1,500 bu. commercial wheat. Principal buyers were Greece, El Salvador, Cuba and Venezuela (see table on page 12).

—BREAD IS THE STAFF OF LIFE—

4 REGIONAL MEETINGS PLANNED IN WISCONSIN

MILWAUKEE — The Wisconsin Bakers Assn. will sponsor four regional meetings during January, according to Fred H. Laufenburg, secretary of the group. Cooperating with the association will be the various allied trades organizations, speakers from the Wisconsin Taxpayers Alliance and the underwriters for the Wisconsin association's group insurance plan.

The schedule of the meetings is as follows: Jan. 10, Wausau Hotel, Wausau; Jan. 12, Eau Claire Hotel, Eau Claire; Jan. 17, Conway Hotel, Appleton, and Jan. 19, Park Hotel, Madison.

Program of the meetings will feature demonstrations by allied servicemen and talks on taxes, accounting and group insurance. All sessions will start at 2 p.m. and adjourn at 5:30.

Special luncheon meetings for wholesale bakers will be held at all points, according to Mr. Laufenburg.

—BREAD IS THE STAFF OF LIFE—

FMEA PROTESTS IMPORT BAN MADE BY ECUADOR

WASHINGTON—The Flour Millers Export Assn. has lodged a protest with the government of Ecuador concerning its order of Dec. 3 which halted the issuance of import permits for wheat flour.

The protest asks that the decree be removed entirely if found in contravention to the terms of the U.S.-Ecuadorean trade agreement, or, if it is not, that arrangements be made to permit the importation of flour on which contracts were made prior to the issuance of the order.

—BREAD IS THE STAFF OF LIFE—

DON F. COPELL TALKS TO BAKERS CLUB, INC.

NEW YORK—The settlement of industrial relations problems today can no longer be left to chance and better understanding between management and labor is something that must be built and worked toward with a definite pattern, Don F. Copell, chief engineer, Wagner Baking Corp., Newark, N.J., told members of the Bakers Club, Inc., at a luncheon meeting of the group Dec. 28.

Mr. Copell, president of the Metropolitan Bakery Production Club, Inc., New York, and first vice president of the American Society of Bakery Engineers, outlined the advance of science as contrasted with our understanding of the problems of industrial relations. He stated that "our lack of knowledge in handling human beings is profound."

This well known authority in the field of industrial relations called upon the leaders of industry to counteract the efforts of fomenters of trouble in labor circles through "consideration, cooperation and presentation of the truth in industrial problems." He urged executives to "replace corrective with preventive management."

—BREAD IS THE STAFF OF LIFE—

ANNUAL LUNCHEON HELD

TORONTO—Coatsworth & Cooper, Toronto, held its annual Christmas buffet luncheon on Dec. 21. Members of the flour and grain trades look forward to this annual event to renew old acquaintances. There was an unusually large turnout.

DEATHS

Charles T. Fuchs, 57, president of the Fuchs Baking Co., South Miami, Fla., was killed Dec. 31 while on a duck hunting trip. Details on page 12.

Grant C. Van Ness, 63, Milwaukee, treasurer and past president of the Wisconsin Bakers Assn., Inc., died Dec. 27 following an illness of two weeks. Mr. Van Ness also had been active in the Milwaukee Retail Bakers Assn. for many of the 40 years he was associated with the baking industry in that city. For the past 16 years he had operated a shop on West North Ave.

Otto A. Zimmerman, 80, former Minneapolis grain broker and a member of the Minneapolis Grain Exchange for 30 years, died Dec. 31 at a Minneapolis hospital after an illness. At one time he was a member of the Minnesota state board of grain appeals. He is survived by his widow and a daughter.

Miles L. Kane, 55, assistant superintendent of terminal elevator operations for the Farmers Union Grain Terminal Assn., died of a heart attack Dec. 28 in his office. In the grain business in Minneapolis for 40 years, Mr. Kane was an authority on grain elevator fire salvage.

Benjamin D. Koch, 83, retired flour miller died recently at a Tiffin, Ohio, hospital following an illness of two years. He had been employed by the Zeigler Milling Co., Bucyrus, Ohio, and by mills at Tiffin and Sycamore, Ohio, and Monroe, Mich.

Jacob Nill, 80, a baker for 59 years and operator of a Louisville bakery for 36 years, died recently. Mr. Nill was a former president of the Louisville Master Bakers Assn. and of the Kentucky Master Bakers Assn.

Rome A. Riebeth, 44, market reporter for the Minneapolis Star & Tribune, died Jan. 1 of a heart attack. Mr. Riebeth is survived by his widow and two daughters.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.). All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	[illegible]	[illegible]
Bluestem	[illegible]	[illegible]
Bakery grades	[illegible]	[illegible]
Pastry	[illegible]	[illegible]

	Toronto	**Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]
Spring exports	[illegible]	[illegible]
Ontario soft winters	[illegible]	[illegible]

**In cottons, Fort William basis. [illegible]

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on Dec. [illegible], and corresponding date of a year ago:

	Wheat 1949	Wheat 1948	Corn 1949	Corn 1948	Oats 1949	Oats 1948	Rye 1949	Rye 1948	Barley 1949	Barley 1948
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]	
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat			[illegible]				[illegible]			
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]				[illegible]					
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Afloat									[illegible]	
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					[illegible]
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]							[illegible]	
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Chicago Mar.	Chicago May	Chicago July	Chicago Sept.	Kansas City Mar.	Kansas City May	Kansas City July	Kansas City Sept.
Dec. 26						HOLIDAY					
Dec. 27	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
Dec. 28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dec. 29	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dec. 30	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dec. 31						HOLIDAY					

	CORN Chicago Mar.	CORN Chicago May	RYE Chicago Mar.	RYE Chicago July	RYE Winnipeg Dec.	RYE Winnipeg May	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago Mar.	OATS Chicago May	OATS Minneapolis May	OATS Minneapolis July
Dec. 26						HOLIDAY						
Dec. 27	[illegible]	[illegible]	[illegible]	[illegible]	HOLIDAY		[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
Dec. 28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
Dec. 29	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
Dec. 30	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
Dec. 31						HOLIDAY						

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, compiled from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Fort William basis.

Subsidy Rates Under Wheat Agreement

	Dec. 27 (bu.)	Dec. 28 (bu.)	Dec. 29 (bu.)	Dec. 30 (bu.)	Jan. 3 (bu.)
East Coast Ports—					
To all destinations	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
West Coast Ports—					
To all destinations	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Gulf Coast Ports—					
To European Atlantic ports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Mediterranean, Middle East, West and South Africa	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Asia and adjacent territory	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Latin America and West Indies	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Mexico	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Value of Enrichment to the American People

Enriched Bread Means Enriched Living

For the BAKER and for the FAMILIES who are his CUSTOMERS

BETTER bodies—*healthier* bodies, more alert minds, sharply reduced infant mortality, lower tuberculosis and over-all death rates—improvement in both the quantity and quality of life—these are the established rewards of enrichment carried out on a national level.

FINDINGS OF FACT. These were the findings of fact in the large-scale Newfoundland Nutritional Surveys,* and these are what enrichment means to the U. S. A.

A GREAT OPPORTUNITY. Here is a clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

*These surveys were supported by the Newfoundland Government, the Newfoundland Tuberculosis Association, the individual investigators, and Merck & Co., Inc. (*The Canadian Medical Association Journal*, March 1945 and April 1949.)

Summaries of the findings of these surveys are available on request.

Merck Enrichment Wafers

Member

WITH Merck Enrichment Wafers you can depend on STABILITY (no crumbling or dusting)—SPEEDY DISINTEGRATION (to fit your production schedule)—and UNIFORM ENRICHMENT (fine-particle ingredients disperse freely throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

MERCK & CO., Inc., Manufacturing Chemists
RAHWAY, N. J.

New York, N. Y. - Philadelphia, Pa. - St. Louis, Mo.
Elkton, Va. - Chicago, Ill. - Los Angeles, Calif.
In Canada: MERCK & CO. Limited - Montreal
Toronto - Valleyfield

MERCK

Merck Enrichment Wafers

James F. Bell

HONORED—James F. Bell, founder of General Mills, Inc., Minneapolis, was honored recently for his 20 years of service as a director of the Northwest Bancorporation. Six directors elected on the original board in 1929 and still directing activities of the banking corporation joined other directors and officers in paying tribute to Mr. Bell. Among those honoring him were John S. Pillsbury, chairman of the board, Pillsbury Mills, Inc.; Frank T. Heffelfinger, chairman of the board, F. H. Peavey & Co.; John Crosby, attorney and director of General Mills, and Augustus L. Searle, president, Searle Grain Co., all of Minneapolis.

CHICAGO QUARTERMASTER SETS FLOUR BID OPENING

CHICAGO—The Chicago Quartermaster Depot has announced that it will open bids Jan. 5 on the following amounts of enriched hard wheat flour:

2,400 sacks for Ogden, Utah, 2,400 sacks for Auburn, Wash., and 4,800 sacks for Lyoth, Cal., for delivery Jan. 25-Feb. 1; 2,020 sacks for Fort Bliss, Texas, for delivery Jan. 20-24; 1,500 sacks for San Antonio (Fort Sam Houston), Texas, for delivery Jan. 16-20, and 15,000 sacks for Kansas City for beyond, delivery Jan. 15-Feb. 15.

Bids will also be opened Jan. 5 for 800 sacks enriched hard wheat flour for the navy, S.O., Naval Supply Depot, Great Lakes, Upton, Ill., delivery Jan. 15-20.

On Jan. 3, the depot will open bids for 44,084 sacks soy flour for shipment via New Orleans port of embarkation. Alternate bids for the same quantity will be considered for the New York port of embarkation.

Meanwhile, the depot has made the following purchases for the army of enriched hard wheat flour:

Domestic, cottons: 940 sacks at $4.75 from Dobry Flour Mills, Yukon, Okla., going to Fort Sill, Okla.; 600 sacks at $5.05 from Crowther Bros. Milling Co., Malad, Idaho, going to San Francisco (for Presidio); 1,200 sacks at $5.05 from Dobry Flour Mills, Yukon, Okla., going to San Antonio, Texas; 600 sacks at $4.61 from Moundridge (Kansas) Mill & Elevator, going to Burrell, Colo.

Also announced were these purchases of enriched soft wheat flour for the army: Domestic cottons, all purchased from the Colorado Milling & Elevator Co., Denver: 600 sacks at $4.49, going to Ogden, Utah; 600 sacks at $4.91, to Auburn, Wash., and 1,200 sacks at $4.96, to Lyoth, Cal.

S. R. NEWELL WILL HEAD CROP REPORTING BOARD

WASHINGTON—Appointment of S. R. Newell as chairman of the Crop Reporting Board and assistant chief of the Bureau of Agricultural Economics, effective Jan. 3, has been announced by Charles F. Brannan, secretary of agriculture. In his new position, Mr. Newell will have charge of all agricultural or crop and livestock estimating sections of the BAE, including the 41 state statisticians' offices, many of whom work in cooperation with the state departments of agriculture.

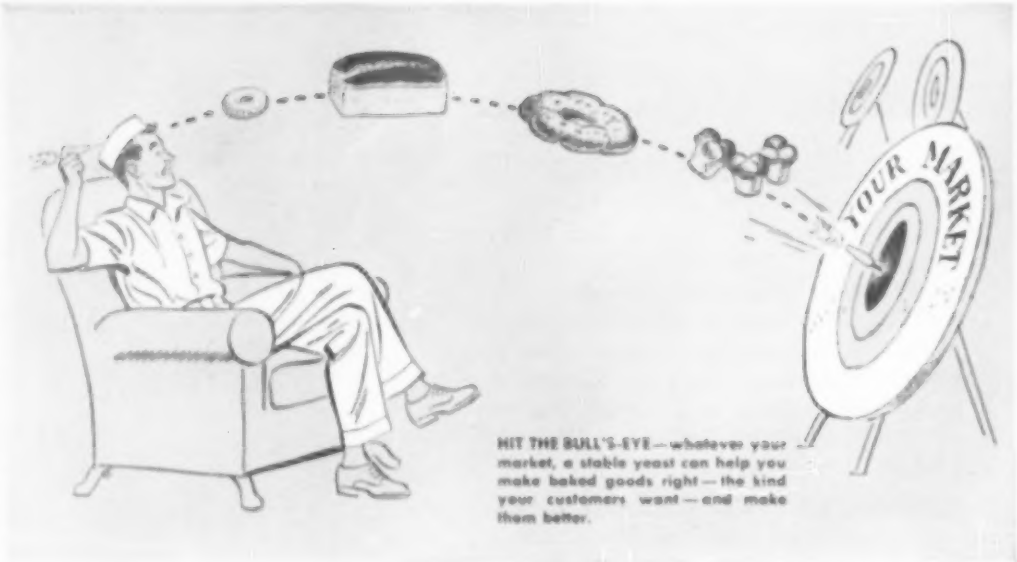
Mr. Newell will succeed W. F. Callander, who will retire Dec. 31 after 45 years of government service.

At present, Mr. Newell is deputy assistant administrator for marketing, in the Production and Marketing Administration. In that position, he has had general responsibility for administration of marketing service and regulatory activities, including the development of marketing services in cooperation with state departments of agriculture and Bureau of Markets under the Research and Marketing Act of 1946.

COTTON GOODS INDEX 17.74

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making expressed in cents per yard of cloth, is 17.74, compared with 17.65 a year ago. The Bemis composite figure reflecting duty paid for early shipment from Calcutta of lightweight and heavyweight burlaps expressed in cents per pound of cloth is 25.25 compared with 29.42 a year ago.

A stable yeast gives you the "control"



HIT THE BULL'S-EYE—whatever your market, a stable yeast can help you make baked goods right—the kind your customers want—and make them better.

Fermentation is your business in baking for your market!

There's a well-known American saying that to succeed in business, give the customers what they want. Certainly, it is through following this principle that the baking industry has become America's second largest business in value of products sold. Customers' preferences are the baker's guide.

Preferences in baked products, of course, differ in various areas. Some markets like compact, close-grained baked goods. Other places prefer large, light, spongy products. And preferences elsewhere run the range between these two types.

The same holds true of the *kind* of products. Maybe your market buys *rye* bread heavily. *Yeast-raised doughnuts* may be popular in one area, *coffee cake* in another.

Member

Fermentation "controls" baking

Whatever your market, you know that with proper fermentation, you can "adjust" your baking to suit your customers' tastes. The right fermentation, too, assures better quality in your baked goods.

To be sure of proper fermentation, you must be sure of the yeast you use—that it is "stable," so standardized that day after day it acts in the dough with uniform vigor, uniform speed.

Fresher products, too

A stable yeast, too, enables you to provide *fresher* products to your customers. Refrigerated or re-

Fleischmann's

WILLIAM SCHNITZLER HONORED AT N. Y. DINNER

NEW YORK — Representatives of all segments of the baking industry were on hand at the Waldorf-Astoria Hotel Dec. 20 at a dinner honoring William F. Schnitzler, general secretary-treasurer of the Bakery and Confectionery Workers International Union of America, Chicago. Proceeds of the dinner and contributions made at it will go to the City of Hope, a Los Angeles rest center supported by labor.

Mr. Schnitzler was praised by both management and union representatives for his "progressive attitude." Max Kralstein, vice president of the union, New York, presided as toastmaster.

OFFICERS RENOMINATED BY N. Y. BAKERS CLUB

NEW YORK—All of the officers of the Bakers Club, Inc., were renominated in a slate presented at the Dec. 28 meeting. Charles E. Larsen, president of Larsen Baking Co., was recommended to continue as president; Earl F. Weisbrod, president and treasurer of the Fleetwood Baking Co., Inc., first vice president; J. U. Lemmon, Jr., vice president in charge of sales for Doughnut Corporation of America, second vice president, and Ernest B. Keirstead, treasurer. Frank A. Lyon continues as secretary.

The following were elected members: John A. Breitenbach, Bakers Weekly, New York; Edwin B. Coleman, H. C. Brill Co., Newark, N.J.; B. D. Crissey, Ekco Products, New York, and Frank R. Plum, American Machine & Foundry Co., New York. The membership of Edward W. Smith, Clinton Trust Co., New York, and Saul C. Wooster, Eagle Roller Mill Co., New York, were reinstated.

Tolman G. Everett

COMPTROLLER—Election of Tolman G. Everett as secretary and comptroller of Victor Chemical Works was announced recently by William D. Webster, vice president in charge of finances. Mr. Everett has been secretary of the company since 1946 and succeeds Mr. Webster in the comptrollership, the latter having become a member of the new governing committee of the company. Mr. Everett joined Victor Chemical as a cost accountant in 1927. In 1937 he became head of the cost accounting department and in 1945 he was named assistant secretary.

NEW OFFICERS ELECTED BY PENNSYLVANIA GROUP

PITTSBURGH—The Retail Master Bakers Association of Western Pennsylvania held its annual Christmas "schlachtfest" Dec. 13 at Teutonia Hall. At the business session preceding the evening dinner, Gustav Maseizik, Pure Food Bakery, New Castle, was elected president. Others elected were: Conrad Schoemer, Schoemer Bakery, Beaver Falls, vice president; Frank Mandl, Mandl Bakery, financial secretary, and R. F. Dunkelberger, Bergman Bakery, Millvale, treasurer. Directors named included Christian Winter, Winter Bakery; Alois Steinmetz, Steinmetz Bakery, Carnegie; Peter Lapicki, Lapicki Bakery, and Edward Dietz, Dietz Bakery, Beaver.

A-D-M, COMMANDER ENTERTAIN EMPLOYEES

MINNEAPOLIS—The Archer-Daniels-Midland Co. and Commander-Larabee Milling Co. entertained several hundred company employees at a Christmas party in the main ballroom of the Radisson Hotel here Dec. 23. Miss Alta Sidney of the Northwestern National Bank of Minneapolis, mistress of ceremonies, handled the program presented by company employees.

A luncheon and dance were preceded by short talks by T. L. Daniels, A-D-M president, and Ellis English, Commander-Larabee president. This marked the first appearance of Mr. English before all the Minneapolis personnel, he having assumed his present position only a few months ago. Previously, Mr. English was executive vice president in charge of southwest operations for Commander-Larabee with headquarters in Kansas City.

to bake what your customers want

tarded doughs have helped many bakers provide their customers with "oven-fresh" products throughout the day.

It is easier to control refrigerated doughs or retarded doughs when made with a stable yeast.

Controlled fermentation can mean not only fresher products but more efficient operation. Production is geared to meet demands. Often, too, some night-time baking can be eliminated.

The products you bake depend on controlled fermentation. Stability in yeast helps control fermentation.

Fermentation is Fleischmann's business

In Fleischmann's Distribution, fast and frequent delivery gives you yeast with stability

Yeast is a living, perishable thing. Unusually hardy as Fleischmann's is, it's still important that you receive frequent fresh supplies.

How does Fleischmann assure you this? First, with *manufacturing plants* strategically located throughout the country. Second, with a *distribution system* that gets yeast to you quickly to assure freshness and strength.

These Fleischmann plants speed yeast shipments, kept under controlled refrigeration, to Fleischmann branches everywhere. Yet, so carefully is the distribution planned, no shipment takes more than 48 hours to reach its destination . . . most take considerably less.

Timing is important

This assures your familiar Fleischmann man that he can deliver yeast to you quickly after its finished manufacture. For with incoming shipments geared to his exact distribution requirements, he controls the time element so all-important with yeast . . . never has to keep a large supply on hand.

World's Largest Yeast Plant, at Peekskill, N. Y. This Fleischmann operation spreads over 65 acres, is laced together with 12 miles of railroad track and two locomotives . . . supplies Fleischmann branches throughout most of the northeastern seaboard.

Fast, frequent distribution from these branches makes it unnecessary for bakers to keep large inventories on hand. Yet Fleischmann men not only deliver the yeast, but, where desired, estimate your needs. Expert yeast handlers themselves, they usually put the yeast in the refrigerator themselves, rotating and spacing it properly for your use.

This distribution and service represent two more of the many facilities of the makers of Fleischmann's Yeast. For over 80 years our every facility and service have been devoted towards safeguarding fermentation—your business and ours.

One of Over Eight Hundred Fleischmann trucks operating out of Fleischmann distributing branches. Note the "Buy it Baked" seal. This message from the Bakers of America is now being carried to the public as a permanent feature on the vast Fleischmann fleet operating across the nation.

Yeast — *always "busy" in the dough*

NEVER FLASHY...NEVER SLOW

MILLERS AND MILLING IN THE EIGHTIES—The late Charles M. Palmer, one-time owner of The Northwestern Miller, whose death at the age of 93 occurred recently in Saranac Lake, N.Y., wrote for The Northwestern Miller's 50th Anniversary Number in 1923 reminiscences of his early association with the flour milling industry. He had been employed in La Crosse, Wis., the first home of the trade publication, as city editor of a daily newspaper, and had been induced to leave what he thought was the munificent salary of $20 a week for the larger financial opportunity promised him as an advertising salesman on the trade paper's staff.

"I arrived in Minneapolis Oct. 1, 1879," wrote Mr. Palmer. "I spent the first six or eight months in the office and among the mills, obtaining a knowledge of the work of getting out a trade paper, which was all new to me, and in getting acquainted with the town and people. This included making the acquaintance of the leading millers of that time and the local mill furnishers who were profiting by the rapid building of new mills and the changing over of old ones.

"I shall always remember with gratitude the way in which they received me, an unknown youngster, ignorant of the business and obviously far from prosperous. Among the great figures in the local milling business then were Charles A. Pillsbury, Gov. C. C. Washburn, William H. Dunwoody, John Crosby, John A. Christian, Capt. W. H. Holmes, C. M. Hardenbergh, Charles M. Loring, Loren Fletcher and Charles J. Martin. The leading mill furnishers were O. A. Pray and J. W. Johnson, who soon after sold his shops to Schlessinger & Stern, from Milwaukee.

"These big-hearted pioneers in the field of modern milling were all successful, all wealthy or well on the way to wealth. They were the leading men of a great trade as well as the leading citizens of the town which they did so much to build and adorn, but they took me in without visible hesitation, made me welcome in their offices, to which I had the freest access, and in their friendly meetings, when often I was trusted with trade secrets as freely as were the junior members of their own firms. Square themselves, they evidently proceeded on the assumption that others were honest.

● **Business on a High Plane**—This policy carried through all their business dealings, did much to insure squareness and dependability among those with whom they dealt. It helped greatly to make Minneapolis the leader in the flour trade of the world and to put that trade everywhere on a higher plane than prevailed in most lines of domestic and export business, in which last the country at large was beginning to manifest itself as an important factor in international trade.

"Of course, the raw material the millers had to work with, the famous Minnesota No. 1 hard wheat, gave them a great advantage. At that time, flour from hard spring wheat commanded a high premium over that made from soft winter wheats, both for domestic and bakers' use, and having an abundance of such wheat from the rapidly developing Minnesota and Dakota farms, the millers were very careful as to the stock they used and the strength of the flour produced. Mixing, except of various grades or northwestern wheat, was almost unknown. The grain trade of the entire Northwest centered in Minneapolis, and its millers had the pick of all the grain raised, and let very little go by that was desirable for their purposes.

"The long defunct Minneapolis Millers Assn. in its time a source of much political agitation, the effects of which are undoubtedly still felt in the Northwest, was then in the prime of its strength under the management of E. B. Andrews. Later R. M. Hubbard became its head, a man universally loved, whose untimely death while on a millers' excursion to Lake Superior ports caused general mourning and a sense of personal loss among all who knew him. He was succeeded by James H. Hiland, who later became third vice president of the Chicago, Milwaukee, & St. Paul Railway.

● **On the Advertising Trail**—After finding my bearings and doing considerable local advertising solicitation, early in the spring of 1880 I started out to get advertising from the mill builders, furnishers and machinery builders of the country. Though I had had several years' experience in securing local advertising for the La Crosse papers and several months in Minneapolis, I was not entirely confident of my ability to make these prospects see the necessity for buying space in The Northwestern Miller.

"My first stop was in Milwaukee, and my first call there was on A. L. Packard, who dealt in new and secondhand machinery, specializing in that used in flour mills. He had never used The Northwestern Miller, and his response to my letters from the home office had not been very cordial so the prospect for getting his business looked poor. Edward P. Allis & Co. and Filer, Stowell & Co. were already advertisers, so that I was sure of a hearing there and that at least both concerns would listen to my talk urging the use of larger space.

"I therefore thought it wise to tackle Mr. Packard first, and have it over with. He listened to my argument in silence, but when I had finished, to my surprise said he would try a small space for a couple of months. The cost should have been, at the then low rates of the paper, $78. I remember I was so flustered at my unexpected success that I made an error in figuring this amount, and had to go back to his office twice before I got it right. He showed no annoyance at my blundering, but grew more cordial each time, so I left him with the feeling that I had made a friend, which proved to be the case, for he used the paper afterward as long as he remained in business, whenever he had anything to offer to the milling trade.

"The success of the paper, and it had always been a success in the sense of being a growing and fairly profitable concern, was more marked as time went on. It had a small but remarkably effective organization. Albert Hoppin, Frederick J. Clark and John Hoppin knew all about the business from its earliest days, and all of the staff were tireless workers."

When Mr. Hoppin left the staff in 1882, Mr. Palmer brought into the organization William C. Edgar, who was to be its most influential personality throughout the next 40 years. Mr. Palmer went on to a distinguished career as newspaper owner and broker. This was his valediction to The Northwestern Miller and to the milling industry.

"My greatest gain was in the friendships I made among my associates and the members of the trade. Many of them still continue, but more, I sadly realize, have been ended by the inexorable hand of death. The last of them must before long end in the same way, but it is a consolation to think in saying farewell that I had something to do with the building up of what I believe to be the greatest class paper published anywhere, the one which above all others is and always has been noted for the honest and uninfluenced candor of its expression of fact and opinion, and for its unswerving loyalty to what was truly best in its trade and in the nation of which that trade is one of the greatest and certainly the most necessary of the industries."

● ● ●

The emperor Trajan, born in 53 A.D., established a Roman College of Bakers. Public bakeries were distributed throughout the city, to which slaves were assigned for the most disagreeable tasks connected with the baking profession. When Constantine became Rome's ruler he abolished slavery. Then criminals were assigned for the heavy duty in the bakeries. We just thought you'd like to know.

● ● ●

NEIGHBORS

This has become
The outward sign
I am her neighbor,
And she is mine:
It's the custom, now,
For me to take
Her golden cupcakes
When I bake.
And, likely as not,
When she makes plum
Preserves or jell
She brings me some.
But dearer than
Our gifts and speech
Is love within us,
Each for each.

Elaine V. Emans.

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Dishonest political promises to selfish groups—not rebuffed at the ballot box—can make a nightmare of the American dream."—Gen. Dwight D. Eisenhower.

"I don't know," said Old Dad Fetchit of the Fish River Roller Mills, "that there's any partic'lar sense to it, but I figger that this crick bank mill always is goin' to do about so much business every year, an' ef maybe things is kind of sickly along in the fall it'll all balance up later on. Seems like as long as folks has got to eat bread somebody's got to grind the flour; an' ef a miller can't get a little further ahead of a overdraft each year danged ef it don't look to me like the miller ain't called on to hold the Lord to blame so much as he is to look hisself over."

EDITORIAL

ECA—ECONOMICS OR CHARITY?

EDITOR'S NOTE: Most Europeans seem to be unable or unwilling to accept the Economic Cooperation Administration as a philanthropy. As a matter of fact it is philanthropical only in the first instance. Ultimately it is expected to repay us with interest in the fruits of world peace and prosperous trade. There are many in this country, however, who feel that our benefits should not all be ultimate. Actually, a part of our economy already has benefited—the surplus agricultural producers, for example. The official attitude, nevertheless, is that our own interests must, if necessary, be sacrificed for the moment. Altruism of this kind is hard for the European to understand. Therefore the intent of ECA is always in question on the other side of the Atlantic. Even our London manager, George E. Swarbreck, who really knows the answer, is among the questioners. He has gone about asking American officials in London what the U.S. expects to get out of ECA, but gets only the official line in reply, or the suggestion that this is a question to which Europeans themselves must append the answer. Mr. Swarbreck, therefore, speaking as a European, offers such an answer in the editorial that follows:

* * *

THE approach of the second half of the 20th century finds many western European countries feverishly intensifying their plans for the achievement of economic self sufficiency with the aid of dollars poured out by the generous people of America.

It is time for an objective view of this historical phenomenon whereby a large slice of what was once the economic center of the world goes on the breadline and accepts the charity of a younger yet more virile community. Europe, be it regretfully admitted, is suffering from senility and even confirmed optimists have long since lost hope that those countries participating in the dispensations of the Economic Cooperation Administration will attain recovery by 1951. Or even by 1961.

What, then, is the founder of the feast, the U.S., that nation of hard-headed businessmen whose qualities are held up as examples to the rest of the world, expecting to get out of this philanthropy? Let it be placed on record that many good Europeans are suffering from repeated twinges of conscience. They are grateful for American assistance, so spontaneously given, but they cannot forget that ECA is nothing more nor less than the greatest charitable organization the world has ever known. They realize, therefore, that now is the time for some self examination before Europe sinks to the level of ruin and brings international trade to a standstill.

Not a war has been waged during the past 500 years but what trade was the ulterior motive. After the battle cries and the patriotic slogans have been spent, there comes the realization that more trade, more spheres of influence and more sales were the motives underlying all war. Let it not be misunderstood, therefore, when it is reported that in 1947 many European observers considered that the whole point underlying Marshall Aid was a U.S. desire for the extension of trade by peaceful means. The U.S. would prosper alongside a rejuvenated Europe. There is now a growing realization, received in many quarters with wonderment, that the U.S. is losing instead of gaining trade. If this is so and if this fact was realized by American officials at the outset, then Marshall Aid is, indeed, the most generous man-made assistance scheme in the history of the world. Despite this, there are some Europeans anxious that this trade should not be lost because they know that the prosperity of North America, a territory which includes Canada as well as the U.S., is intimately bound up with their own.

Listen to a news report issued by the Organization for European Economic Cooperation—a body, be it noted, built with American support, serviced by American technical ability and helped by American dollars: "A progressive intensification of European agricultural production over the next five years . . . increased production of animal feedstuffs . . . increased production of wheat . . . improvements in the cultivation of hybrid corn and of oil seeds." The report adds: "The advice of U.S. experts on these problems has already been secured with the help of ECA technical assistance funds."

In other words, those countries benefiting under Marshall Aid want to cut food imports from North America to the absolute minimum. The additional home wheat production will go to find work for bigger and better European flour mills. Bigger and better trade agreements will be made to absorb the increased supplies of agricultural products available in the participating countries. If the wishes of certain politicians on both sides of the Atlantic are met, there will be no British, no French, no Germans, no Scandinavians—just Europeans in a vast self-supporting entity. If the farmers and the millers and members of associated trades in North America are prepared to accept this state of affairs the sooner they cut their acreages and reduce their plants to the limit dictated by the necessities of self sufficiency, the better. They can write off their traditional markets as a dead loss.

It is agreed that some increase in agricultural production is necessary for the maintenance of the European way of life. The added production now suggested might even mean that the dollar gap will be bridged. That is the object of ECA and its attendant organizations in Europe and all concerned will be satisfied.

Assume for a moment that the supplies of North American wheat, flour and animal feed have diminished not completely but almost completely. There will be no deficiency of dollars because fewer dollars will be needed to maintain trade between a North America and a Europe dwelling in semi-isolation. The pace of European recovery will quicken and the standard of living will rise. The call for more basic foods will grow in consequence and the need for more consumer goods of a semi-luxury nature will increase. There will be a tendency for agricultural production to give place once again to industrial production and there will be attempts to reestablish the status quo ante under which the countries of Europe were traditional importers of grain.

Quick to seize this chance will be Russia and her satellites, Rumania, Hungary and Poland, all with a high agricultural potential. Yugoslavia and perhaps Pakistan, to say nothing of Australia and the Argentine, will enter the market. These countries have the land and the climates and the means to increase production in compensation for the lost world of the U.S. and Canada. As soon as the European importing countries realize that they can buy more cheaply than they can produce and that their surplus industrial manufacture might find a ready market in some of the would-be supplying countries they will leave their semi-isolation, reduce their production of grain and other basic foods and make deals with the exporters.

This could happen not in 50 years from now but in 10 years. There must be an alternative to the slicing of imports from North America. Surely it is not beyond the wit of civilized mankind to prevent what amounts to the laying waste of valuable tracts of land in the U.S. and Canada.

The conception of a self-sufficient Europe is a myth which must be destroyed forthwith. Wheat is an important and necessary cereal. Flour and bread provide the staple diet for Europeans. Current high prices, it must be admitted, lead governments to the view that bread grains are the greatest dollar savers available to them.

Perhaps a slashing of controls and a return to the principles of freer trade might help to make ECA what it ought to be, the greatest force for international trade the world has ever known instead of a mere distributor of relief.

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A GLORIFICATION OF BREAD

WE have an admitted fondness for what is called institutional advertising, and in consequence we were mightily pleased with the Continental Baking Co.'s CBS broadcast over a nationwide hookup on the evening of Dec. 30. This program was institutional in its glorification of bread, and yet it was institutional also in the narrower sense of claiming deserved public attention for a great baking enterprise, which now commemorates 25 years of tremendous achievement.

The files of The Northwestern Miller of a quarter century ago contain many columns of news matter and editorial comment upon the formative period of Continental's career, and not all of the comment could by any stretch of the imagination be called flattering to the enterprise and some of its then supposed intentions. It was feared, too, by a great many other observers of the industrial scene. The promoters of this truly "continental" corporate structure must have understood this natural first reaction. But at the end of a quarter of a century the colossus finds a changed public attitude, with the result that there was perhaps less occasion to seek approbation for itself and its manifestations as it took its bow on the air than there was to reflect the achievements of an industry of which it is such a ponderable part.

Credit for this, as nearly always, devolves upon people. And two of those people were among the cast of the radio broadcast. The story of Continental is to a major degree the story of such great personalities as M. Lee Marshall and Ray Stritzinger. The largeness of its conception also is signified by the names of others who were impersonated in the script—the names of Jess Smith, the miller-apostle of better wheat, and of the Fishers, illustrious among the nation's millers.

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LET'S USE THE RIGHT NAME

WE have come to the conclusion that even when we speak harshly of the Welfare State and the Fair Deal we inadvertently and unintentionally do a disservice to our country through the mere use and repetition of those names. They are magic master slogans distilled from the minds of our cleverest political magicians whose intent is not simply to supply a convenient name but to light a flaming propaganda torch which will be certain to work day and night gathering in the moths and insects of the electorate. It is futile to warn the moth, who delights only in the bright promise. He does not know until it happens that the flame will singe—at least he is sure this can't happen to him. He delights in flitting down the Security Road, careless of the fact that the only certain security to be found there is in the arms of the policeman. We are determined, therefore, to have no further part in the deception and seduction of the moth. We are going to call a spade a spade. And when it is necessary to refer to what Mr. Truman would prefer to have us call the Welfare State or the Fair Deal we are going to use the right name, which is THE POLICE STATE.

55th Class of AIB Baking School Graduated

CHICAGO—Graduation exercises for the 55th baking class of the American Institute of Baking were held at the school Dec. 16. Dr. William B. Bradley of the AIB staff welcomed the guests to witness this ceremony for the successful completion of the course and introduced the speakers on the program.

The principal address was given by David M. Levitt, president of the Doughnut Corporation of America, New York. Mr. Levitt, a 1940 graduate of the AIB school, described the advances made in the baking industry since his graduation.

"Changes wrought by research in food technology and design of equipment in the past few years suggest that bakers are on the threshold of a new era," he said. "AIB graduates are prepared to participate in the new era but can only do so if they are aware of the frontiers of progress that are being crossed. The results of scientific investigations are made available to all bakers and graduates should apply the knowledge obtained through research to the problems in their respective bakeries."

Mr. Levitt also stressed the importance of sanitation, shop layout and human relationships in food industry operations. The kind of business leadership in which all employees, regardless of scope of position, identify themselves with the development of the company and product proves very successful. Mr. Levitt stated that when research has made it possible to create better baked foods at lower cost, the per capita consumption of bakery products will increase.

Victor E. Marx, American Dry Milk Institute, Chicago, described the history of the fund which was established in memory of C. B. Morison, a pioneer not only in the AIB school of baking but in the baking industry as a whole. The C. B. Morison Award consists of a collection of books on baking. This nucleus of a library is presented to the student of each class who has made the most progress during the course of study. Howard Van Oeveren, Denver, Colo., received the award from Mr. Marx during the graduation exercises.

Robert Lloyd, American Maize Products Co., New York, and president of the AIB Alumni Assn., greeted the students and welcomed them into the alumni association. He described the association as an "exclusive group" and asked 100% support from the recent graduates. One of the proposed projects of the association is the furnishing of the student lounge in the new building.

William Walmsley, principal of the school, and each member of the school faculty expressed farewells to the graduates. The class officers, G. Greig Harrison, president, and George D. Eagan, secretary-treasurer, gave the farewell greetings for the student body. DeWayne W. Peterson presented Mr. Walmsley with the class gift.

Graduation certificates were distributed by Howard O. Hunter, AIB executive vice president, with the assistance of William Walmsley and William Prouty.

Class Officers Elected

CHICAGO — G. Greig Harrison, Harrison Bros., Ltd., Montreal, Que., was recently elected president of the 55th baking class of the American Institute of Baking. George D. Eagan, Purity Bakeries, Pana, Ill., was elected secretary-treasurer.

John E. Morvill, president of the Union Machinery Co., Joliet, Ill., and a director of the AIB Alumni Assn., presided at the election.

Mr. Harrison has had five years of baking experience, principally in bread production. He is associated with Harrison Bros., Ltd., "The Pom Bakers," of Montreal, and will return to that bakery after graduation.

Mr. Eagan has been associated with the baking industry for many years. For the past 16 years he has been employed by Purity Bakeries in Pana, where he has had a supervisory position for the last 10 years. Following graduation from the AIB school, Mr. Eagan will return to the Purity Bakeries plant in Pana.

KING MILLING PLANS ADDITIONAL STORAGE

PITTSFIELD, ILL.—The M. D. King Milling Co. has announced plans for expanding its grain facilities and other departments of its business. The company plans to break ground in late February for the erection of a large concrete elevator in Pittsfield with a capacity of from 150,000 to 200,000 bu. Expansion of elevator facilities at Hull, Rockport, New Canton and Baylis is also planned by the company.

NEW KANSAS STORAGE

HUGOTON, KANSAS—The new addition to the Parsons elevator here, which will triple the storage space of the firm will be completed early in February, if weather permits. Storage space of the firm will be about 200,000 bu. when the new addition is completed.

"Every Cake we bake

...that's why we have so

The handsomely appointed salesroom of Schupp's Bakery. Schupp's is headquarters in Washington for special occasion cakes which are made in a wide variety. The Sweetex "Princess White" formula is used for the majority of these handsomely decorated cakes.

Mrs. Charles Schupp plays an important part in the success of the Schupp bakery. Mrs. Schupp—who knows the importance of good customer relations—selects and personally supervises the training of the salesgirls who serve Schupp customers. From left to right, these friendly, smiling "salesmen" are: Betty Heisley, Ellen Harris, Hazel Royal, Mrs. Elizabeth Schupp, Beatrice Gray, Dian Palmer and Phyllis Hall.

Trust Your Future to SWEETEX

FAVORABLE BUSINESS OUTLOOK REPORTED FOR MAPLE LEAF MILLING

TORONTO — Modernization of plants and diversification of products on the domestic market place Maple Leaf Milling Co. in a strong position to maintain and improve its competitive position, stated D. C. MacLachlan, president, at the company's recent annual meeting. Assuming maintenance of reasonable export prospects, the company should continue to enjoy a decent level of prosperity, he said.

"Last year was one of transition in the flour milling industry and presented many difficulties," Mr. MacLachlan pointed out. "Under the circumstances the company's financial results as shown in the annual statement compare most favorably with those of comparable competitors." (The Northwestern Miller, Dec. 6.)

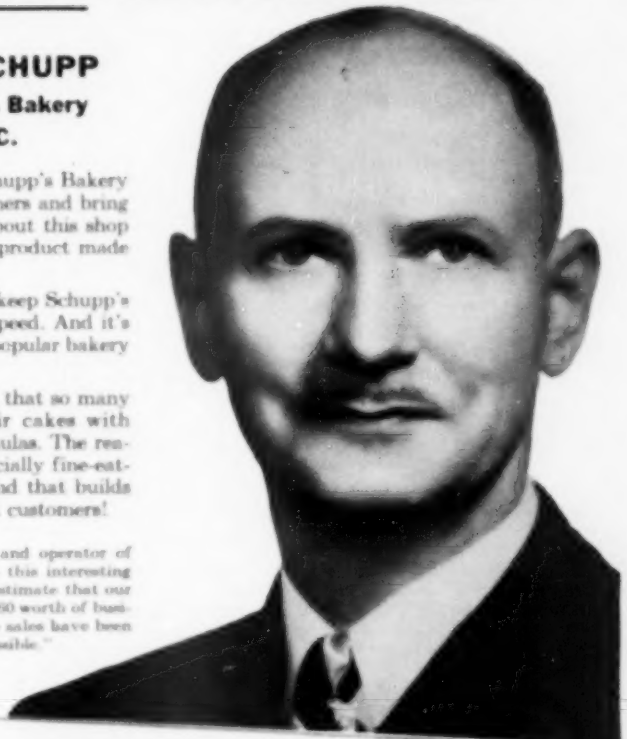
There can be little doubt as to the favorable long term prospects for Canada, continued Mr. MacLachlan. In the immediate future, however, the Dominion has to face the problem of maintaining its position in international trade, he said. The flour milling industry is intimately tied to considerations of world commerce and, he added, while prospects are viewed with optimism, the progress of the government in its current efforts to renew food contracts and improve trading conditions is being carefully watched.

GMI TO PAY 50c

MINNEAPOLIS—The board of directors of General Mills has declared a dividend of 50¢ a share on General Mills common stock, payable Feb. 1 to stockholders of record Jan. 10. This is the 86th consecutive quarterly dividend on General Mills common stock.

is a SWEETEX Cake many Regular Customers!"

says CHARLES SCHUPP
Proprietor of Schupp's Bakery
Washington, D. C.



THEY'VE missed no bets at Schupp's Bakery in planning to attract customers and bring them back often. Everything about this shop is neat and inviting . . . every product made here is a quality product.

Yes, Washington housewives keep Schupp's cake department going at full speed. And it's because every cake sold by this popular bakery is a fine-eating Sweetex cake.

It is more than a coincidence that so many successful bakeries make their cakes with Sweetex and "High-Ratio" formulas. The reason is that Sweetex makes especially fine-eating, long-keeping cakes—the kind that builds "regulars" . . . profitable repeat customers!

Right: Mr. Charles Schupp, owner and operator of Schupp's Bakery. Mr. Schupp made this interesting comment on "Mrs. Average". "We estimate that our 'Mrs. Average' brings in more than $160 worth of business a year . . . and our Sweetex cake sales have been a big factor in making that figure possible."

Keep Your Eye on That Figure...

There's "cash-register magic" in this simple idea: turn your hit-or-miss customers into "regulars"—customers who patronize your shop regularly, not just once in a while. The purchases of a regular repeat customer—"Mrs. Average"—will add up to $110, or more, every year.

And here's a sure, proved way to build an "army" of repeat customers: offer courteous service and Sweetex quality baked goods. Use Sweetex and the "High-Ratio" Formula *exclusively* for all your cake batters and icings. "Treat" your customers to better-eating, longer-keeping cakes, and yourself to faster-growing sales volume and profits!

Procter & Gamble
Makers of Sweetex and Primex
All-Vegetable, All-Hydrogenated Shortenings

The "High-Ratio"* Shortening

*"High-Ratio" is our registered trademark. It also stands for bakers' service, and, when employed by bakers, means that they have used Procter & Gamble's special shortening pursuant to the "High-Ratio" service. Procter & Gamble, makers of Sweetex, the "High-Ratio" shortening.

Newly Sown European Crops Progress

LONDON — The mild conditions prevailing in Western Europe during the past few weeks are favoring satisfactory germination of the winter sown crops and although cultivation in the fall was hindered in some parts by heavy rains, field work made good progress. The heavier soils proved difficult to work but, on the whole, the various authorities concerned express satisfaction with the results so far achieved.

Officials in Western Germany have announced that yields from the last harvest were high and in many areas exceeded those achieved before the war. The total grain harvest is set at 10.2 million metric tons, nearly 30% more than was achieved in 1948, which was also a good crop year. Bread grain crops were 1.1 million tons higher. Imported supplies have been increased by the purchase of 12,000 tons of wheat from Hungary. The German authorities have refused to agree to a suggestion by the High Commissioner for Western Germany that home grown grain prices should be allowed to move towards the world level. Farmers are expecting that the price will be raised despite this decision and consequently there is a renewal of the tendency which caused concern in previous years whereby producers held back deliveries. Meanwhile, farmers' representatives are maintaining pressure for the acceptance of their proposals for a price rise.

Price Decline Feared

Some Italian growers have expressed fears that if the imported wheat trade is returned to private hands, a proposal frequently suggested in trade circles, the price might fall. If this happened it has been forecast that growers would be protected by the imposition of protective duties on a sliding scale. Under present circumstances traders stress that prices are subject to the effect of the International Wheat Agreement. Furthermore, the growers would be protected by a continuance of government supervision which would have to remain even if the trade was in private hands, it is pointed out.

Further information on the successful Swedish harvest confirms that a satisfactory result was obtained on an acreage which was about 6% less than that laid down in previous years. Farmers preferred to cultivate more profitable crops such as oilseeds and it is possible that this preference will be extended during the coming crop year. In any case, observers suggest that there will be a further reduction in grain crops because of the necessity stressed by the government, for increasing the sugar beet acreage in order to allow Sweden to achieve self-sufficiency in sugar supplies.

There is now no reason to doubt that the Australian harvest will be in the region of 195 million bushels, with a differential of 5 million bushels either way. The amount available for export will be about 125 million bushels.

The acreage sown to wheat in India has been increased and field work was carried out under favorable conditions. Rain is an urgent necessity, however, if deterioration is to be avoided. The winter rains are now due and any further delay may affect prospects.

BAE Estimates Nation's Supply of Wheat at 1,432 Million Bushels

WASHINGTON—U.S. wheat supplies are now estimated at 1,432 million bushels, according to the Bureau of Agricultural Economics. This supply is 52 million bushels less than the 1,484 million in 1948-49 but is the fifth largest on record.

The July 1 carryover of old wheat was 306 million bushels (revised from 293 million bushels) and the crop is currently estimated at 1,126 million bushels, the fourth largest crop on record.

The July 1 carryover, BAE points out, is all old wheat. The 232 million bushels reported as owned by the Commodity Credit Corp. on that date included new wheat, and therefore it cannot be concluded that 76% of the carryover was CCC-owned. Figures are not available on how much new wheat had been purchased by CCC before July 1.

Domestic disappearance in the year beginning July 1 may total about 700 million (civilian and military food 485, feed 130, seed 88, and shipments to territories 4) so that about 730 million would be available for export in 1949-50 and carry-over July 1, 1950. If exports total 400 million a carryover July 1, 1950, of about 330 million bushels would remain. This compares with the prewar average of 235 million bushels and the record high of 631 million in 1942.

Exports Estimated

Exports of wheat and products from the U.S. in 1949-50 are now expected to total about 400 million bushels, compared with 501 million in 1948-49. Exports in July-October totaled 124 million bushels, considerably less than the record 202 million for the same period a year earlier. The size of U.S. exports has been affected not only by the general reduced demand by importing countries but also by very limited sales to wheat agreement countries using ECA funds.

The maximum price under the agreement is below the domestic level, and up to Oct. 28, no provision had been made for subsidizing exports financed by ECA funds to such countries. The rate of exports is expected to be increased by a program effective Oct. 28, which provides for CCC payment of the export subsidy on such shipments.

U.S. sales under the Wheat Agreement from Aug. 1 through Dec. 1 totaled about 24 million bushels, or only about 14% of the total annual export quota of 168 million.

The procurement of wheat for export was largely transferred from CCC to private traders, effective Nov. 1. With the exception of the occupied zones and Greece, Austria and Trieste, any country is now permitted to procure wheat through private channels. The areas named will continue to be furnished by CCC.

Use of wheat for feed, at an estimated 50 million bushels, is above the corresponding period in the past two years, when it was about 20 million bushels, but it is below the large quantities fed in 1942-46. Liberal feeding of wheat in the past quarter results from there being large quantities of wheat which were off grade because of moisture damage.

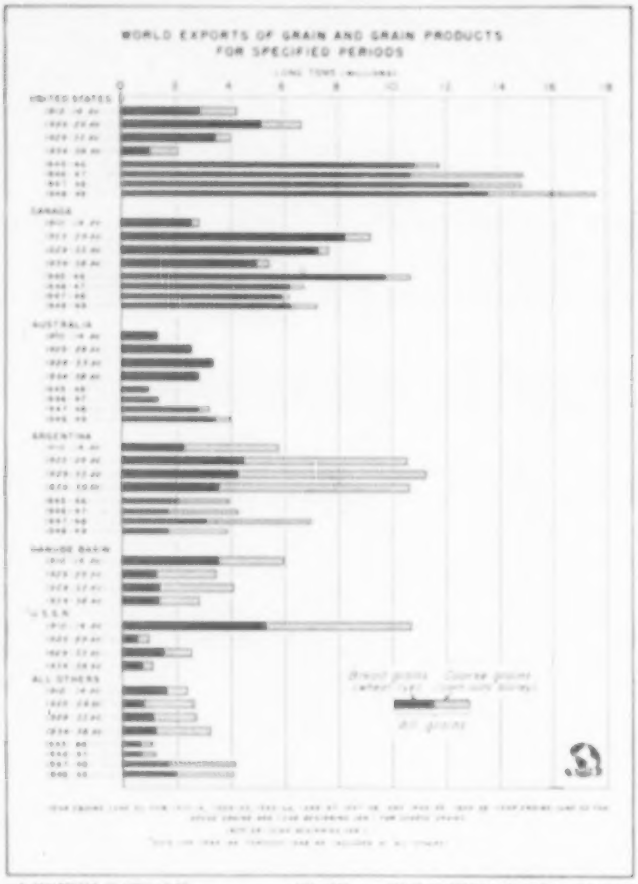
The complete picture of supply and distribution in July-September is as follows: Supplies totaled 1,432 million bushels, consisting of 306 million old wheat carried over July 1, 1949, and estimated production of 1,126 million bushels. With October stocks estimated at 1,128 million bushels, disappearance amounted to 304 million bushels. This disappearance compares with 335 million bushels for the same quarter in 1948, about 322 million in 1947 and 304 million in 1946. Of the 304 million this year, 139 million were processed into flour and breakfast food for domestic use and export, about 32 million used for seed and 83 million exported as grain, which leaves 50 million as a residual as feed use.

Wheat Stocks Equal Average

Wheat stocks on Oct. 1 totaled 1,128 million bushels. This is equivalent to the average Oct. 1 stocks of the preceding eight years. It was exceeded in four of those years, but topped the other four years.

The Oct. 1 total include the Crop Reporting Board's estimates of nearly 460 million bushels on farms, 265 million bushels in interior mills, elevators and warehouses, and 133 million bushels at merchant mills. Also included are 261 million bushels of commercial stocks at terminals reported by the Production and Marketing Administration, and over 9 million bushels owned by the CCC in transit or in storages under CCC control not otherwise included in the estimates by positions.

The off-farm portion of the total, 668 million bushels, is the largest since Oct. 1, 1942, and compares with 603 million a year earlier and 398 million in 1946. Stocks at interior mills, elevators and warehouses are largest of record; terminal stocks the largest since 1942, but merchant mill stocks are near the usual level.



EXPORTS LARGER—World exports of grain and grain products, exclusive of rice, for the year ended June 30, 1949, amounted to 36.7 million long tons. This is 1% above a year earlier, 30% above the 1934-38 average, but 10% below the all-time record in 1928-29. Exports from the U.S. amounted to almost half of the 1948-49 world total.

SIX REGIONAL MEETINGS HELD BY GRAIN DEALERS

SPOKANE, WASH.—Weevil and rodent control were the principal subjects at a series of six regional meetings of the Pacific Northwest Grain Dealers Assn. concluded recently. Pete Stallcup, secretary of the association, said 271 persons, mostly grain dealers, attended the meetings which were held at Colfax, Wash., Lewiston, Idaho, Ritzville, Wash., Wilbur, Wash., Walla Walla, Wash., and Pendleton, Ore.

At one of the meetings it was pointed out that a newly constructed concrete grain elevator had weevil infestation within 60 days. All members recognize the seriousness of the situation, Mr. Stallcup said, and are ready to cooperate in any program designed to reduce infestation.

Association members at district meetings went on record favoring a change in the uniform grain storage contract to provide for one agreement for each company, instead of an agreement for each rural station. Dealers also favor a change in the Commodity Credit Corp. policy of charging for a grain quality debit when no credits have accrued, and then failing to refund when the credit becomes available later. Under the present plan, if a dealer incurs a debit for quality, in shipping grain to CCC, before any credits for quality are accrued, CCC collects for each debit and later when credits are available to the dealer's account, no refund is granted.

Settlements on a company basis instead of a station basis are also favored by the members.

Association of Wheat Growers Needed—Rep. Hope

KANSAS CITY—A national wheat growers' association is a necessity, Clifford Hope (R., Kansas) said this week in a letter to the Hays (Kansas) Daily News. There is need for such an organization to present the specific views of wheat growers on legislation due to come before Congress, Mr. Hope said. The congressman wrote that, while millers and buyers of wheat are organized, there is no group in Washington representing the interests of wheat growers as such. Wheat farmers' views often conflict with the interests of buyers and growers of other crops and livestock. Another reason for such an organization would be to develop new markets for wheat, he added.

WHEAT, FLOUR EXPORTS EXCEED 2,300,000 BU.

WINNIPEG—Export business in Canadian wheat and flour last week exceeded 2,300,000 bu. Almost 1 million bushels was in the form of flour, and practically all of it was worked to countries signatory to the International Wheat Agreement. The U.K. took 482,000 bu. wheat, and Israel 87,000 bu. The remainder was Class 2 sales, and included 743,000 bu. for Japan, while Colombia and Switzerland took 16,000 and 11,000 bu. wheat, respectively.

FLOUR MILL DESTROYED

WINNIPEG—Fire of unknown origin completely destroyed the Wawanesa flour mill at Wawanesa, Man., some 140 miles west of Winnipeg. Damage covering the four buildings, comprising the mill, with a capacity of 100 bbl. a day, was placed at almost $100,000. The fire occurred Christmas Day and more than 20 tons of feed and 3,000 bu. wheat were destroyed. Flour stocks on hand were not large, and it is understood that all of the flour was salvaged with the help of townspeople and truck-owners.

NEW LAW DISCUSSED

NEW HARTFORD, N.Y.—The Mohawk Valley Bakers Assn. held its December meeting in the Standard Brands office here. Principal topic of discussion was the new New York state disability benefits law. Chief speaker was Charles W. Kloepfer, Syracuse, representing the Bakers Mutual Insurance Co. of New York.

Helps build your reputation as a baker of the finest cakes

PIKES PEAK

CAKE FLOUR

The COLORADO MILLING & ELEVATOR COMPANY

General Offices DENVER, COLORADO

1950 Legislative Picture

Food Controls, Taxes to Hold Attention of State Lawmakers

NEW YORK — Despite the fact that fewer state legislative sessions will convene than during the heavy 1949 year of biennial lawmaking activity, a survey indicates that 1950 will by no means be an "off-year" in state capitals as far as developments directly and indirectly affecting the milling and related industries are concerned.

Regular legislative sessions will convene during 1950 in California, Kentucky, Louisiana, Massachusetts, Maryland, Mississippi, New Jersey, New York, Rhode Island, South Carolina and Virginia. Many other states will have special or extended sessions, with such moves already indicated in Arizona, Georgia, Idaho, Michigan, Missouri, New Hampshire, Texas and others.

Besides the legislative sessions, much of significance to the food industry may be expected to come from interim committees, courts, administrative agencies and other factors in the development of legislative and regulatory trends. Also, important referendum and initiative measures will go before the voters in the 1950 elections.

The postwar uptrend in state taxes, which during 1949 alone saw more than half the states adopt one or more forms of new or higher taxes, will be slowed during 1950 both because fewer legislatures will meet and due to the tendency to avoid new taxes where possible during an important election year.

Uptrend May Continue

With genuine revenue problems remaining in many state capitals, however, the tax uptrend has not yet run its course. An increase of some $4 billion in spending in the states since the end of the war resulted not only from inflationary pressures but also from broadening of governmental services. Spending outdistanced revenue increases, melted wartime surpluses and leaves the states generally in a position where retrenchment will not be easy even if strongly demanded.

In view of the prospect for continuing new revenue pressure in many states, as well as a growing demand in others for tax revision to equalize the burden, the sources to which the states have been turning in their search for revenue assume growing significance.

Enactment of a 3% limited sales tax by the 1949 Florida legislature brought to 28 the number of states levying general sales taxes. The Florida tax, however, has many exemptions, including groceries, clothing items costing $10 or less, and medicines.

Sales Taxes Increased

Sales taxes were increased or broadened during 1949 in Arkansas, California, Connecticut, Indiana and South Dakota, and a sales tax law was reenacted in North Dakota.

Proposals for new or higher sales taxes were unsuccessfully raised during the year in at least 17 other states and will continue to be major issues on a broad scale, as will selective sales taxes on gasoline, alcoholic beverages, cigarettes, amusements, soft drinks and other products and services.

Gasoline taxes, an important factor in the cost of shipping food products, were increased by the 1949 legislatures of 16 states—Delaware, Georgia, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Vermont and Washington. The North Carolina boost was approved in a June referendum, with similar referendums to be held in 1950 in Nebraska, North Dakota and probably Missouri.

A gasoline tax increase bill has been pending before a special session of the Mississippi legislature. Proposals for higher gas taxes were unsuccessfully brought up in nearly a score of other states during 1949 sessions, with pressure for such measures since increasing in several. So-called "temporary" added gas taxes were made permanent in Idaho, Maine and West Virginia. Truck taxes and other types of highway-user levies were boosted in a number of states.

Corporate or individual income taxes, or both, were increased during 1949 through higher rates or changes in exemptions or allowable deductions in at least 10 states—Arkansas, California, Delaware, Georgia, Indiana, Massachusetts, Minnesota, New York, Vermont and Wisconsin. An income tax increase was vetoed in North Dakota. Corporate income tax measures were reenacted in Colorado and Pennsylvania.

Bills proposing new or higher income taxes were rejected in at least 14 other states. The outlook is for continuing pressure for greater reliance on such revenues in the states, despite belief of most tax authorities

$21,825.00 CONTEST

FREE MERCHANDISING MATERIAL SHOULD BE ORDERED RIGHT AWAY

Three-color Bread Rack Hanger RC-2-50 12" x 11", including turn-back

Three-color Window Streamer RC-1-50—32" x 11"

Contest Entry Blanks in pads of 20 each

Write now for this free display material and pads of entry blanks to CALIFORNIA RAISIN ADVISORY BOARD, 403-A Power Bldg., Fresno, California—*giving your firm name and quantities of each piece needed.*

THERE'S 2¢ TO 3¢ PER LOAF MORE PROFIT

that this field should properly be left to the federal government with the states taking over a greater portion of excise tax sources. While state income tax reductions will be proposed in 1950 in Idaho and some other states, the general trend will continue upward.

State legislatures will continue to be pressured by local governments for broader local taxing authority or increased state financial assistance to political subdivisions, or both.

During 1949 there was a slowdown in the trend of recent years toward the granting of broader taxing authority for municipal governments to raise new revenue from nonproperty tax sources. On the other hand, the trend toward increased state aid to political subdivisions, through both grants-in-aid and state-collected locally-shared revenue, was continued by bills enacted in many states and was one of the major contributing factors to the widespread uptrend in state taxes.

Elimination of duplicating taxation among federal, state and local governments will continue to be proposed, but with little prospect of early effective affirmative action on any broad scale. Complexities of the situation will keep such proposals in the conference and study stage for some time to come.

Meanwhile, however, there are brighter hopes from increasing pressure for economy on all three major governmental levels. On the state level, for example, governmental reorganization studies aimed at economy and improved efficiency currently are under way or authorized in at least 21 states, with similar proposals to be raised in additional states during 1950 legislative sessions.

As merchandising competition intensifies, controversy over state laws affecting pricing and merchandising practices is being revived in state capitals.

Fair Trade Laws

One of the major subjects of such controversy are fair trade laws, which permit manufacturers to establish minimum resale prices for their trademarked products. Although subjected to stronger attacks both in and out of state legislatures during 1949 than at any time since before the war, such statutes remain effective in 45 states. The Florida act, however, is a new measure adopted to overcome objections raised by the courts.

Bills to repeal fair trade laws were rejected by the legislatures of Colorado, Connecticut, Idaho, New Mexico, Rhode Island and Washington, while the California legislature sidetracked a bill to emasculate that state's fair trade act. The only states without fair trade laws are Missouri, Texas and Vermont.

Fair trade advocates are currently conducting an educational campaign designed to win wider public acceptance of such laws, while opponents reportedly plan continued repeal efforts.

Price Pacts Attacked

Opponents also are seeking repeal of the 1947 federal legislation, known as the Miller-Tydings Act, which exempts price pacts under state fair trade laws from the federal anti-trust statutes. U.S. Sen. Millard E. Tydings, Maryland Democrat who co-authored the Miller-Tydings Act, recently declared, however, that "there is no considerable thought in Congress that is advocating its repeal."

New and stronger unfair trade practices acts, banning below cost sales at wholesale or retail, were sought in many states during 1949 and will continue to be issues in state capitals. Such measures are on the statute books of some 29 states, but in most states there has been little past effort at stringent enforcement.

Colorado's 1949 legislature enacted a new unfair trade practices act to replace a former measure which lacked rigid enforcement provisions. Independent retail grocers in many other states are pressing for stronger enforcement of existing laws of this type and for enactment of new legislation where needed to accomplish the purpose of banning "loss leader" merchandising.

Taxes on Chains an Issue

Chain store taxes may become an increasingly live issue in some states, but there is no present indication that the trend of recent years away from this form of discriminatory taxation will be reversed.

Two states—Idaho and North Carolina—abolished discriminatory chain store taxation in 1949, while bills for new or increased chain store taxes were rejected by the legislatures of Georgia, Massachusetts, Montana, Nebraska, New Mexico, North Dakota and Vermont.

Legislation for abolition of tax exemption privileges of cooperatives in competition with private business will continue to be proposed in some states, but there is no present prospect of any widespread adoption of such measures.

Few major changes in state labor control laws resulted from 1949 legislative sessions, despite a flood of bills on the subject. A drive for repeal of existing anti-closed shop and other regulatory labor laws proved ineffective in most states, although statutes opposed by labor were repealed or modified in Delaware, Michigan, Missouri and New Hampshire.

(Continued on page 28)

RAISIN BREAD

STARTS JANUARY 22

- **Opens with this full-color page in LIFE MAGAZINE—5,286,399 circulation!**
- **Every baker, large and small, urged to tie in for extra Raisin Bread profit**

CROSS-COUNTRY REPORTS indicate that many leading bakers, bakeshops and food stores are ready to go—ready to push raisin bread sales through this Raisin Industry consumer contest, which starts January 22nd.

287 big consumer prizes ($10,000 cash first prize) should draw plenty of interest—and plenty of customers—since contestants *must* go to stores for entry blanks and *buy* raisin bread to win prizes.

There's still time to get in by acting now! Advertise *your* raisin bread for the contest. Order the free Raisin Industry display material ... see that it is used in good-sized store displays of raisin bread.

IN RAISIN BREAD

Are We Missing the Boat?

By E. P. Cline
Secretary
Southern Bakers Assn.

RECENTLY we were asked what seems to be a fairly simple industry question: "What are the secrets of success in the operation of a bakery business?"

We think that question is easily answered: "There are no secrets; it's an open book."

Time was, perhaps, when only a privileged few were able to acquire the know-how and wherewithal to produce and merchandise quality bakery products, but with expanded services, schools, technical experts of all kinds ready and willing to extend services wherever needed, any baker who has the desire can produce and merchandise top-quality products.

It is our humble opinion that if we as an industry have kept the pace established by others in similar industries, in any division of our business, it is improvement in our production departments, if in no other.

Even in production, the past 25 years have seen the industry bury the majority of its best men, and with very little thought to how, when and where we are to replace these men who knew much more than the function of mechanical straight-line production. Management should recognize the failure of the industry to perpetuate the practical knowledge of baking that is rapidly disappearing with the passing years, and they should interest themselves in the efforts being made in various organizations to provide the necessary educational and mechanical facilities to provide replacements, and encourage young people to make use of them.

Too Little Progress

How much progress has been made in the various other divisions of our business? Far too little to even bring up close in the rear of other food industries. For several years past, if one is to believe the record, the per capita use of commercial bakery products, as we know them—bread, rolls, pies, cakes—has shown a decrease. In the meantime, competitive products have had a tremendous surge to new heights each passing year.

Have we depended too much upon advertising? Some of our top grade executives feel that we have. Advertising is certainly essential, but it has never cured the ills of poor management, inferior quality, improper and poorly devised labeling and packaging, unsanitary shop conditions, and last, but certainly of great importance, incompetent and inefficient sales effort.

Advertising, as we see it, can only do a rewarding job when it can publicize a product whose quality or service equals in every respect the standards that are claimed for it in advertising publicity. If these facts were not self-evident, it surely fol-

(Continued on page 32)

EDITOR'S NOTE—Deficiencies in the sales training program of bakery products salesmen are cited in the accompanying article by E. P. Cline, secretary of the Southern Bakers Assn., Atlanta. The article is reprinted with permission from a recent issue of the Southern Baker, SBA publication.

E. P. Cline

CITES DEFICIENCIES — Deficiencies in the sales training program for bakery products salesmen are cited in the accompanying article by E. P. Cline, secretary of the Southern Bakers Assn., Atlanta. The article is reprinted with permission from a recent issue of the Southern Baker, SBA publication.

Rex • Charm
FOR QUALITY LOAVES

A tradition of fine craftsmanship stands behind REX and CHARM . . . a prize-winning craftsmanship that means a profound pride of product and a devotion of standards of the highest quality. That's why bakers are finding that REX and CHARM have an unvarying dependability that gives their bread the uniformity, fine appearance and enticing flavor that the housewife demands.

J. F. IMBS MILLING CO.
420 Merchants Exchange
St. Louis, Mo.
Capacity 3,200 Sacks Wheat Storage 400,000 Bus.

for a little order...

or a big one

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For 80 years, manufacturers have been bringing us their bag problems, and there's always room for one more — ***yours!***

We would like to make your container problems our business, no matter how small or how large they may be. It may be a new treatment of your present trademark design, or a completely new one — given your problem we'll come up with the answer.

Convenient Service Branches from Coast to Coast

Fulton
BAG & COTTON MILLS

Legislative Picture

(Continued from page 27)

While most of the restrictive labor union control laws placed on the statute books of many states in 1947 and earlier years were retained, the 1949 legislatures were cool to proposals for the enactment of new stringent measures of this type. Whether this attitude will continue through the 1950 sessions will depend largely on public opinion and developments with respect to federal labor legislation.

Compensation Liberalized

Unemployment compensation laws were liberalized by the 1949 legislatures of at least 20 states, while bills providing for lower unemployment compensation tax contributions by employers were enacted in eight states. While both types of laws continued a trend of recent years, the 1949 developments were significant in showing a slowing down in the rate of enactment benefiting employers.

Because of the higher rate of benefit disbursements to jobless workers during 1949, bills to liberalize such laws will find tougher sledding in 1950 and hope of further employer tax reductions will be much dimmer. Higher tax rates under the merit-rating provisions of existing unemployment compensation laws probably will face employers in a number of states.

A trend toward state legislation providing for payment of cash benefits to wage earners unable to work because of nonoccupational illness or disability was extended during 1949 with the enactment of such measures by the legislatures of New York and Washington. Laws of this type, which also are effective in California, New Jersey and Rhode Island, will be strongly proposed in additional states during 1950.

Action in 1949 legislatures on proposals for new and broadened regulation of wages and hours was largely negative, but such measures attracted stronger support than in other recent years and will continue to be pressed vigorously in the future.

More than three quarters of the states whose legislatures met in 1949 liberalized their workers' compensation laws and most of them raised benefits payable for injury or death. This continues a trend which has spread rapidly in recent years and may be expected to be pressed in a number of states in 1950.

Anti-Discrimination Laws

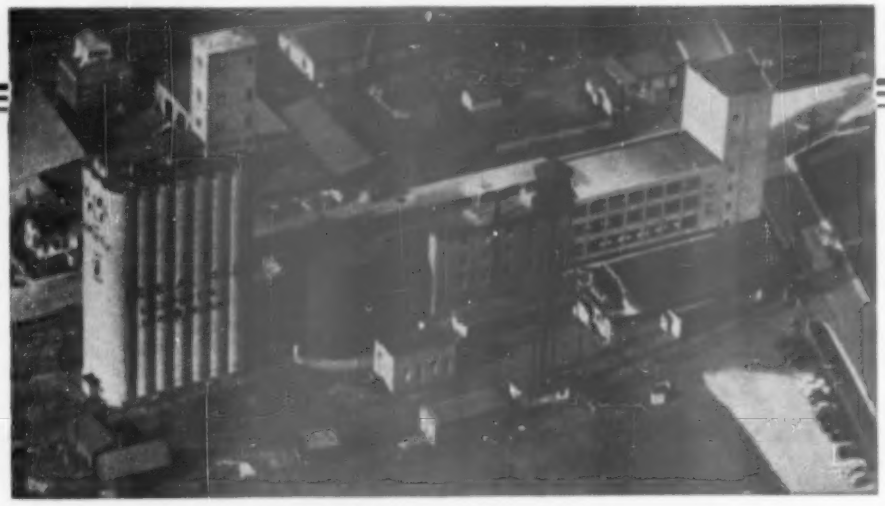
Bills to outlaw racial and religious discrimination in employment were enacted by the 1949 legislatures of New Mexico, Oregon, Rhode Island and Washington. This will not be such a live issue in the states during 1950, however, because most of the states in which new FEPC laws are being strongly sought do not have regular legislative sessions scheduled.

Enactment of a state law requiring vitamin enrichment of white bread and flour will be sought during the 1950 Virginia legislative session and possibly in some other states which have not already enacted such measures. Laws of this type were adopted during 1949 in Ohio, Colorado and Nebraska, bringing to 25 the number of states now having them.

Proposals to remove restrictions and special taxes on the sale of oleomargarine will continue to be pressed during 1950, featured by a referendum to be held in Michigan on the colored oleo issue.

Price-fixing powers of milk control agencies will be raised as issues in some states during 1950. Abolition of retail milk price fixing may be proposed in Rhode Island and Virginia, while restoration of retail price minimums may be sought in New Jersey. Revision of milk control legislation will be an issue in Massachusetts.

Other types of legislation directly affecting the food industry which may be expected include proposals for revision of state food and drug laws along lines of the federal food act.



Federal Mill, Inc., Lockport, N. Y.

LUCKY FLOURS

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AS YOU WANT THEM

Our own fully equipped mill laboratory and rigid inspection assures exactly the type of flours you need.

WHEN YOU WANT THEM

Over 300,000 bushels storage capacity assures shipment of the type flour you need, whenever you want it.

In Straight or Mixed Cars

Lucky
Daily Bread
Three Point

Lucky Whole Wheat
Rawhide Clear
Lassie Rye Flours
White Eagle Cracker Flour

Lucky Cakemaker
Snow Drop Pastry
Lucky Pie Flour

Serving the Baker Since 1907

FEDERAL MILL, INC.
LOCKPORT, N. Y.

HOUSTON PORT ELEVATOR TO ADD NEW GRAIN DRIER

HOUSTON—A $56,425 grain drier will be added to the expanding facilities of the Port of Houston within the next three months to facilitate the handling of high moisture grain through the port's 3.5 million-bushel elevator.

The new drier, gas fired and completely automatic, will replace an antiquated steam pipe drier which has been in continuous service since 1926. The new drier will have a capacity of 1,500 bu. an hour.

Port officials pointed out that midwestern corn and south Texas milo have a high moisture content and must be dried prior to export shipment.

TO ENLARGE ELEVATOR

CALDWELL, KANSAS — Stockholders of the Caldwell Farmers Cooperative Grain Co. have voted to enlarge the storage capacity of the organization's present elevator by 300,000 bu. The additional storage will be ready for the 1950 harvest.

Japanese Flour Millers Look Forward to Export Resumption

LONDON—Japanese millers are expecting an early resumption of flour exports, China and the adjacent countries of Asia being specified as potential customers. Assessing the position in a report prepared for the Australasian Baker and Millers' Journal, Herbert Leopold states that the industry is passing through a period which has all the earmarks of the milling boom at the turn of the century and again after World War I.

Before the last war Japanese milling capacity exceeded domestic flour consumption and a considerable export market was developed, the proceeds paying for a large portion of wheat imports. Stripped of rice producing dependencies, Japan is today confronted with the choice of making up the deficiency through imports of rice or wheat. Since wheat is a chronically over-produced commodity, while rice is predominantly in short supply, Mr. Leopold deduces that the outlook for wheat exports to Japan is bright.

Expansion Anticipated

The Japanese milling industry is facing a period of unprecedented expansion. Already most of the war damage to milling installations has been repaired. The extent of the devastation and subsequent rehabilitation is illustrated in the following table prepared by Mr. Leopold:

Unit: Daily Capacity in Barrels of about Five Bushels as Wheat

Firm—	1941	August 1945	June 1948
Nisshin Flour Co.	17,795	4,159	18,999
Nippon Flour Co.	18,414	7,478	14,200
Nitto Flour Co.	4,259	426	3,400
Showa Industrial Co.	5,109	2,504	4,799

Of Nisshin's 14 plants, five were destroyed in the 1942-45 air raids. These installations represented 51% of the firm's capacity. Nippon Flour lost only two plants out of 10 but the loss in capacity amounted to 37%. Nitto suffered the heaviest losses of all Japanese mills. Three of its four plants were completely knocked out and the capacity loss was 90%. Showa had the lowest war loss with 30% of capacity.

It is noteworthy that the important seashore mills along the Pacific Coast escaped with relatively slight damage. Some of these have first class wharfage facilities, modern vacuum discharge and conveyor installations and bulk storage capacities which rank among the world's largest.

Nisshin Flour has restored its big coastal mill at Tsurumi, near Yokohama, which at one time was Japan's principal export mill. Though the firm's war losses were heavier than that of the Nippon Flour, its main competitor, it has forged ahead in rehabilitation and is now unchallenged in the top position.

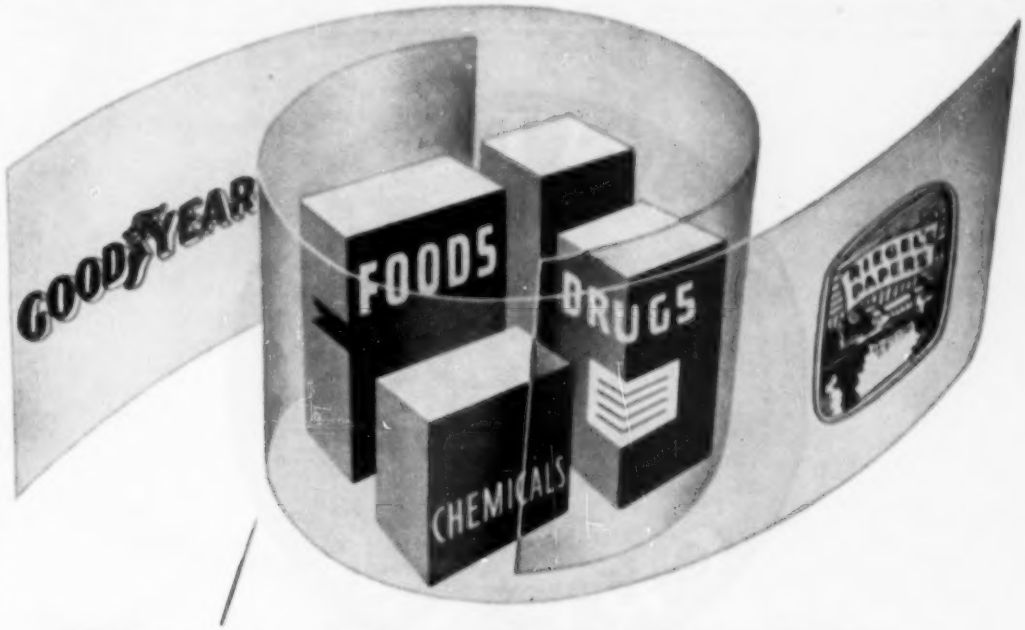
The Tsurumi plant, completely gutted late in the war, has been restored to a daily capacity of 3,000 bbl. The wharf accommodates ships up to 10,000 tons displacement. The hoses suck up wheat at the rate of 150 tons an hour, or 2,500 tons a day. The cost of discharge by vacuum pump and conveyor is approximately 50¢ ton. Of the prewar storage facilities, aggregating 31,000 tons, 28,500 tons are now available for use.

The mills do not enter into direct contracts with foreign wheat suppliers as they did before the war, although this is what they would like to do. They are temporarily reduced to job milling on government account. The wheat is imported by government agencies and handed over to the mills for processing on a cost plus basis. Even so, profits are not bad. At $100 ton of wheat c.i.f. Yokohama, they are paid $145 ton as milled. Handling and transport costs reduce the spread to $15 ton or 5,400 yen at present rate of exchange. Processing costs in the more efficient mills run to only 1,200 yen a ton leaving a gross profit of 3,200 yen, or about $8.50 ton.

In contrast to many other industries, operating efficiency in flour milling is slightly higher than prewar. This is due to the higher sustained load factor of 50 to 70% of capacity in most mills. The seasonal element which largely governed the rate of operations before the war has been stabilized by imports of wheat from southern hemisphere producers, notably Australia and Argentina, and also by larger carryovers of North American wheat.

DAVIS-NOLAND-MERRILL GRAIN CO.

KANSAS CITY · · MISSOURI



PLIOLITE DIAFANE

PLIOLITE DIAFANE

is not our only Pliolite coated material. Developments on other base papers are well under way — in fact, already in use on opaque glassine and on vegetable parchment. If your packaging problem calls for something entirely new — whether a liner wrap or bag — investigate!

When two big companies, each leaders in their respective fields, collaborate to produce a better paper for packaging—it's certainly worth your careful investigation.

Riegel's Pliolite Diafane was released for restricted commercial use more than a year ago, after lengthy experimentation by our own technicians in collaboration with Goodyear's Pliolite specialists. As a result of its thoroughly proven commercial value, this paper is now presented for general use where very high moisture protection is necessary, and cost a deciding factor.

Tests on machine-made packages wrapped in seven leading moisture-proof materials, have shown Pliolite Diafane second only to Goodyear's Pliofilm in its moisture-resistant qualities. In addition, it is transparent and glossy, inexpensive to print, sealable with heat or glue, and it works efficiently on all packaging machines.

The use of Pliolite Diaphane is definitely recommended for the packaging of popcorn, roll film, potato chips, dehydrated foods, prepared flours, soup mixes, hygroscopic chemicals, and a wide range of other products calling for a really moisture-proof package without attendant high cost. Write for samples and detailed data.

CARGILL
Specialists in Serving Agriculture

RIEGEL PAPER CORPORATION

342 Madison Avenue · New York, N. Y.

E. P. Cline

(Continued from page 28)

lows that the baker with the biggest advertising budget would get the volume, and the smaller concern operating close to home plate would soon be out of the picture.

The Industry's Task

Advertising is essential, but it takes more—so much more—to build an organization of character and ability, to merchandise a bakery product of consistent quality year in, year out; to gain the good will of our grocers and restaurant operators, and finally to get more bakery products to the consumers' table. This is our industry task, and it's a time-consuming one requiring everlasting vigilance and attention to details, however small they may be.

We believe the standards of any bakery organization can be no better than those of its top management. If management is inclined to shady and questionable practices, delinquent in sanitation, disinterested in shop maintenance and building upkeep, permits laxness in personal appearance and hygiene, the results are a foregone conclusion. The sales organization will become a group of slickers on the make. Not only will they be inaccurate in dealings with your customers, but they may have a difficult time in keeping out of your pocket, as well. Production quality will suffer, trucks and other equipment will receive a bare minimum of attention, and the end result must be chaos, confusion, and ultimately financial ruin.

What have we done to improve training of our sales personnel these past several years? Not so much that we can be proud of, we are most sure. The average bakery salesman is employed after a rather superficial examination of previous experience and record. Usually we select a man of good appearance, neat and clean, and we of course never hire a person with a bad record of intemperance and dishonesty. So far, very good. What happens then? He is hurried into a uniform, assigned to a supervisor whose main objective for the next two weeks is to get the man to absorb enough detail so that he can turn him loose. Just what happens in these two weeks of instruction?

A Bad Impression

The first day out he will get his first, and in too many instances, a lasting bad impression of the baking business. Stale is heavy—grocers complaining about the change in salesmen—competitors pirating positions and spreading bad news about why changes were made. Our new salesman gets off the truck on his first day with a hundred misgivings, and certainly a grave doubt in his mind regarding his future. He will, if he is fortunate, learn the names and addresses of all the customers on his route. He will also be introduced to the secrets of route book, and grocers and restaurants average daily needs. After a few days he will be handed the route book and a sales pad, and he has in intent and purpose become a bread salesman.

Unless he is above the average in accuracy he will learn very quickly that not only must he serve his customers, leave them average needs, be punctual, etc., but has to face a Scrooge when he gets back to the plant who expects money, all of it, right down to the last farthing, and he isn't interested in how a check was lost or a shortage sustained.

Our candidate will get two weeks of excellent companionship and instruction, too, in the fundamentals of truck driving, route servicing, and collection and accounting from his supervisor, providing nothing happens to call his benefactor to other fields and other problems—and it usually

(Continued on page 45)

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY YEARS

FLOUR FOR PERFECT BAKING

ANOTHER GREAT FLOUR

TIME improves some things and disproves others. It proves—in the case of HUNTER'S CREAM—that flour quality will command long-time friendships among flour buyers. For HUNTER'S CREAM is the oldest flour brand in Kansas. Such a record *must* be founded on quality before all else.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS

ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

Mennel

Quality, Uniformity, Laboratory Control

HOSTESS SUPERCAKE

Special Cake Flours

The Mennel Milling Co.
TOLEDO, OHIO - U. S. A.

Mennel

THE DOUGH CONDITIONER

for Dry, Pliable Doughs

for Less Dusting Flour

The Paniplus Company

742 Board of Trade Building • Kansas City 6, Missouri

Winter Highway Rules:

Play Safe! Drive Carefully and Courteously!

THE winter season, with its customary bad weather, icy roads, longer hours of darkness and other seasonal traffic hazards, is here. Year after year the highway accident toll reaches its peak during this period.

The little things which can be done to prevent accidents and save life and limb cost nothing, take no great amount of time, and require very little effort—but the rewards are infinite.

Your motor vehicles can be driven safely during the winter season if all of your drivers will exercise extreme care and courtesy and be made to realize that utmost attention must be paid to their driving and that of others. The frequent hazards of inadequate traction and poor visibility encountered during the winter months along with increased traffic on the streets and highways, can only be met by cautious driving habits not normally acquired when road and weather conditions are more favorable. A greater need also exists for improved winter safety equipment and more careful vehicle maintenance procedure.

EDITOR'S NOTE — The accompanying article on highway safety during the winter months is a partial reprint of a recent bulletin of the National Council of Private Motor Truck Owners, Inc., Washington. The council points out that "information contained in this bulletin will be of little value to your vehicle operators unless you make it available to them. Why not schedule some of the items which you think most important for group discussion at the next meeting you have with your men? You might also wish to use some of this material as a basis of a letter to be mailed to the homes of your driver-employees."

It is especially important that management accept its full responsibilities for safety and accident prevention during this perilous period by giving added support and encouragement to better observance of its overall safety program.

Convince your drivers that many winter accidents can be prevented if this period of hazardous driving is approached with respect.

Instruct your drivers to take it easy and use extra care for the extra winter hazards.

The following safety hints and fundamental driving rules, when observed by your drivers, will help to cut down this winter's traffic toll.

(1) Don't drive if you drink—and vice versa. (Statistics show that about 20% of adults killed in vehicle accidents had been drinking. The radiator is the only place in a car for alcohol.)

(2) Check and apply brakes properly. (When starting out, get the "feel" of the road by trying your brakes while driving slowly and when no other vehicles are near; reduce your speed on wet, snowy or icy road surfaces so that a safe stop can be made in an emergency; remember that a light, intermittent brake application, rather than sudden jamming, is better for stopping on slippery roads.)

(3) Adjust speed to driving conditions (for the conditions are not adjustable); beware of curves and side-slip on high-crowned roadways. (Conservative speeds are imperative when driving on slippery surfaces and when visibility is poor.)

(4) Follow other vehicles at safe and greater than usual distances. (Collisions frequently occur in wintertime due to insufficient spacing between vehicles moving in the same direction.)

(5) Use tire chains for better traction on snow or ice. (Chains are particularly needed on heavy vehicles, but they should only be regarded as providing an extra and needed margin of safety at moderately slow speeds—a margin that is thrown away if speeds are too fast.)

(6) Keep windshield and windows clear of snow and ice outside, and fog and frost inside—you must see danger to avoid it. (A hazard frequently encountered during the inclement weather is the spattering and smearing of oily road film on windshields. This film may be effectively removed by moistening a cloth with vinegar and wiping the glass, followed by a clear water rinse or a wiping off with a clean dry cloth. Small bottles of vinegar and clean cloths can easily be carried in the glove compartments or utility pockets of a truck cab.)

(Continued on page 35)

Here's the way to

Sh

Ringing the Baker's Doorbell

The Felix Holding Co., **Daytona Beach, Fla.**, has been granted articles of incorporation by the secretary of state at Tallahassee and will engage in the production of bakery goods.

•

Completion of a large new bakery by Setzer's Baking Co. at **Jacksonville, Fla.**, has been announced by Louis Slott, president and general manager. Equipped with the most modern facilities the bakery is located at 2411 Silver St. in Jacksonville. The firm manufactures a complete line of specialty breads, cakes, pies and sweet goods.

•

The Select Bakery at **Salem, Ark.**, owned by Oren Haney and Charles Waltrip, has opened for business. The equipment of the closed Salem Home Bakery was purchased by the men and they will operate the old bakery location for the present.

•

The Cowan Bakery, **Minneapolis, Kansas**, has been sold to Mr. and Mrs. Loris Griest. Mrs. Cowan, former owner, has accepted a position with the Wolferman food stores in Kansas City. Herman Rongish, brother of Mrs. Cowan, who was head baker for the Cowans for several years, but who has been working in larger cities the past few years, has returned to Minneapolis to be head baker for the Griests.

•

A business name has been filed in the Erie County clerk's office for the Transit Bakery, 5844 Transit Road, **Depew, N.Y.**, by Helen Skarbek.

•

H. J. Schreiber has opened a bakery business at **Redwater, Alta.**

•

One of the oldest business establishments in **Evanston, Wyo.**, has been sold by the proprietor, John Pribosky, to Rex Decker of the Topper Bakery Co. of **Ogden, Utah.** Mr. Pribosky, who operated the business for the past 29 years, purchased it from Charles Seigel & Son.

•

The Southern Maid Donut Co., **Oklahoma City** wholesale and retail concern, has closed.

•

Vernon Bixby of **Sparta, Ill.**, has reopened the only bakery in that city after Charles W. Baber, the former owner, closed the establishment.

•

W. E. Pahnke has opened the Pahnke's Homemade Doughnut Shop at 1958 Scott St., **Hollywood, Fla.**

•

A new bakery opened in **Hollywood, Fla.**, is operating as the Hollander Pastry Shop.

•

Mother's Kitchen is a new bakeshop being operated by A. J. Winfrey in **Bonita Springs, Fla.**

•

George Hill and his mother, Mrs. Reuben Batcheider, have opened a bakery which they will operate as the **Brooksville Fla. Bakery.**

•

The new Edgewood Bakery, 1022 Edgewood Ave., **Jacksonville, Fla.**, is owned and operated by Mr. and Mrs. G. C. Greenway.

•

Mr. and Mrs. Curt Meeks have opened a new bakery in **Cross City, Fla.**, and will offer a full line of bakery products.

•

Mr. and Mrs. P. Larsen have closed their L. & S. Bakery, and the town of **Venice, Fla.**, is without a bakery.

•

The Amos Bake Shop in **St. Petersburg** has been purchased by Marion McClelland. After remodeling the place it will be operated as the Colonial Bake Shop.

•

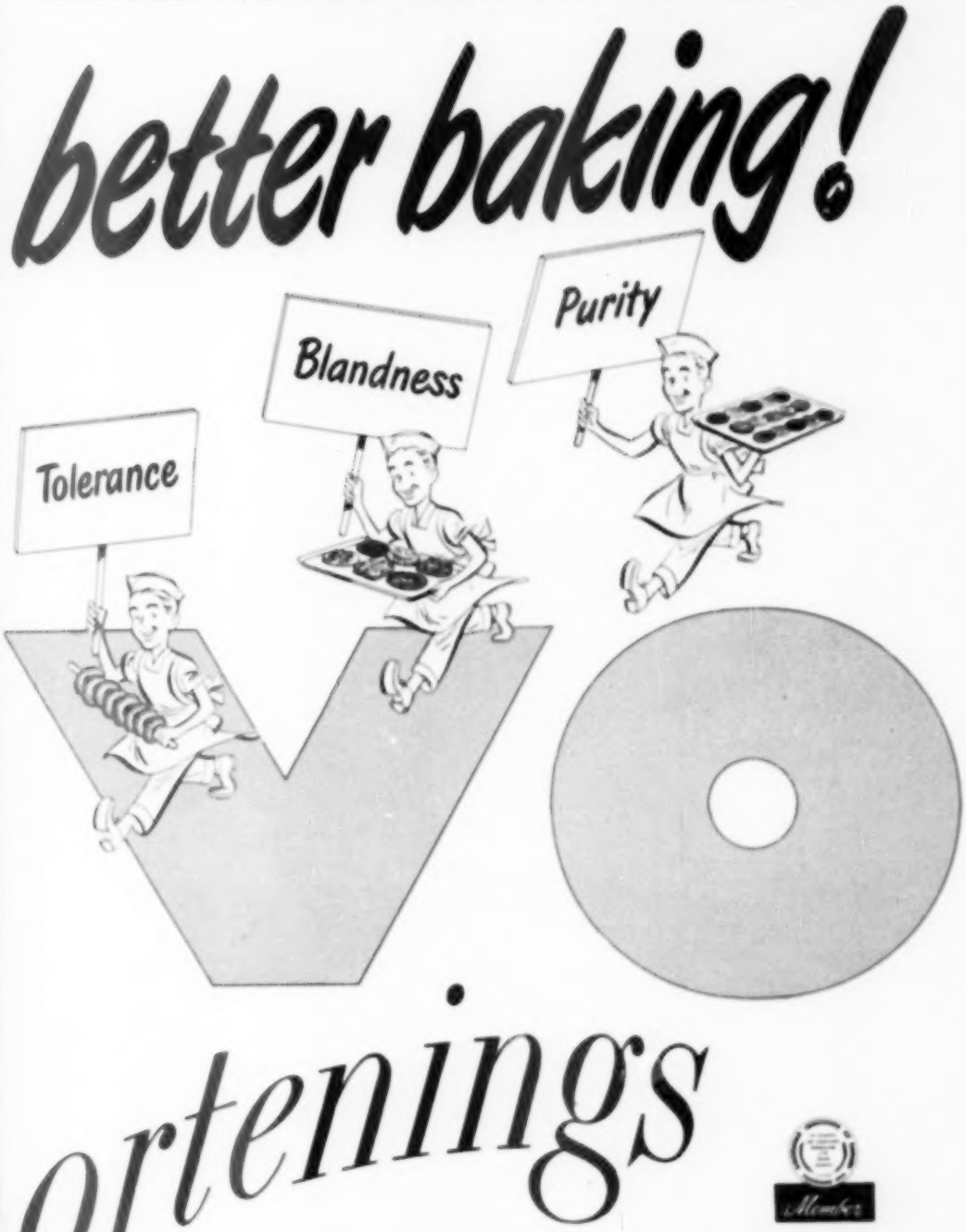
Hough Bakeries, Inc., **Cleveland**, has reopened its store at 2750 South Moreland, which was rebuilt following a fire.

•

The Housewife Bakery, operator of a chain of bakeshops in **Erie, Pa.**, has opened its fifth unit in the new East Erie Plaza. Josephine Shubart is manager.

•

The Blake Bakery, 207 North Spring St., **Beaver Dam, Wis.**, has been sold by Ralph Blake to William



FINE PRODUCTS OF LEVER BROTHERS COMPANY
NEW YORK, N.Y.

OKLAHOMA BAKING CLASS—Shown above are students of the Oklahoma A. & M. Technical Baking School, Okmulgee, Okla., shown with their instructors and John C. Summers, manager of the bakery division of the college. Applications are being accepted for the next class at the school beginning Jan. 16, Mr. Summers points out. The minimum length of the course is three semesters of 16 weeks each, the maximum five semesters. The training course covers both theory and practice in the commercial production of breads, cakes and pastries. Further information on the baking school and its course of study is available from Mr. Summers.

Landsmann of **Appleton, Wis.** The new owner will be aided by his wife and son, and is operating as the Tastee Bakery. Mr. Landsmann has been identified in the baking industry for about 29 years.

•

The Omar Bakery in **Madison, Wis.**, has moved to its new building recently completed at 3300 Commercial Ave. The structure houses the local branch offices, garage and service facilities for the fleet of 31 trucks. The local branch is managed by Paul Erdman.

•

The Home Town Bakery in **Eau Claire, Wis.**, operated the past several years at 318 South Barstow St. by Harry F. Scharfenstein, is suspending business because of a failure to obtain a suitable lease on its quarters.

•

J. Collard of **Victoria, B.C.**, has opened a "glazed donut" plant in the Urah Building at **Chemainus, B.C.** The plant is now turning out about 200 doz. doughnuts daily, but is expecting to increase its capacity to 1,000 doz. Mr. Collard is operating a similar plant in Victoria. The Chemainus plant will supply the local area, as well as retailers in Ladysmith and Duncan.

•

Rosella's Pastry Shop has opened at **Delray Beach, Fla.**

•

The Cake Box Bakery has been opened in the Westridge Save-U-Center, **Rochester, N.Y.**

•

Bill's 16Nut Shop, 119 Hunt Road, **Jamestown, N.Y.**, operated by William S. Jones, has applied to the Ellicott Zoning Board of Appeals for a renewal of a temporary permit for an addition to his plant. Neighbors are opposing the petition.

•

A business name has been filed with the county clerk for Earl's Selected Quality Baked Goods, 199 South Union, **Williamsville, N.Y.**, by Earl D. Passmore.

•

John Ewaschuk of **Benton Harbor, Mich.**, has purchased Sweet's Bakery in **Paw Paw** and is operating under the name of John's Bakery. He also runs a bakeshop in **Watervliet.**

•

The Empire Bakery, Main Street, **Moncton, B.C.**, has been taken over by Len Carruthers, Vancouver, who purchased the business from Frank Cosgrove. Mr. Cosgrove formerly worked at Abbotsford and later moved to Vancouver, where he engaged in the bakery business.

•

Donald Norris of Toledo, Ohio, has purchased Van's Bakery at **Tecumseh, Mich.**, from Mr. and Mrs. A. L. Van Winkle.

Winter Highway Rules

(Continued from page 34)

(7) Beware of carbon monoxide poisoning. (Check the exhaust system, floor boards and heaters frequently to be sure there are no leaks or other defects. Keep fresh air in the cab; never warm up a motor in a closed garage.)

(8) Don't take unnecessary chances; drive "defensively" and yield the right of way. (Remember that the "best" driver is always ready to prevent an accident by a courteous or generous action when the other fellow has made a mistake; is willing to give way to arrogant and over-aggressive drivers and pedestrians, and is willing to pay for his own protection and the safety of others in the coin of consideration for the thoughtless acts of others.)

(9) Schedule driving, whenever possible, so as to avoid heaviest traffic hours and highly congested areas.

(10) See that every vehicle is in A-1 mechanical condition before operation. (Even the best driver can't drive safely with poor equipment, so have a thorough garage check-up made on such items as brakes, tire-wear, steering mechanism, wheel alignment, anti-freeze, lights, horn, windshield wipers, defrosters and heaters and rear vision mirrors.)

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

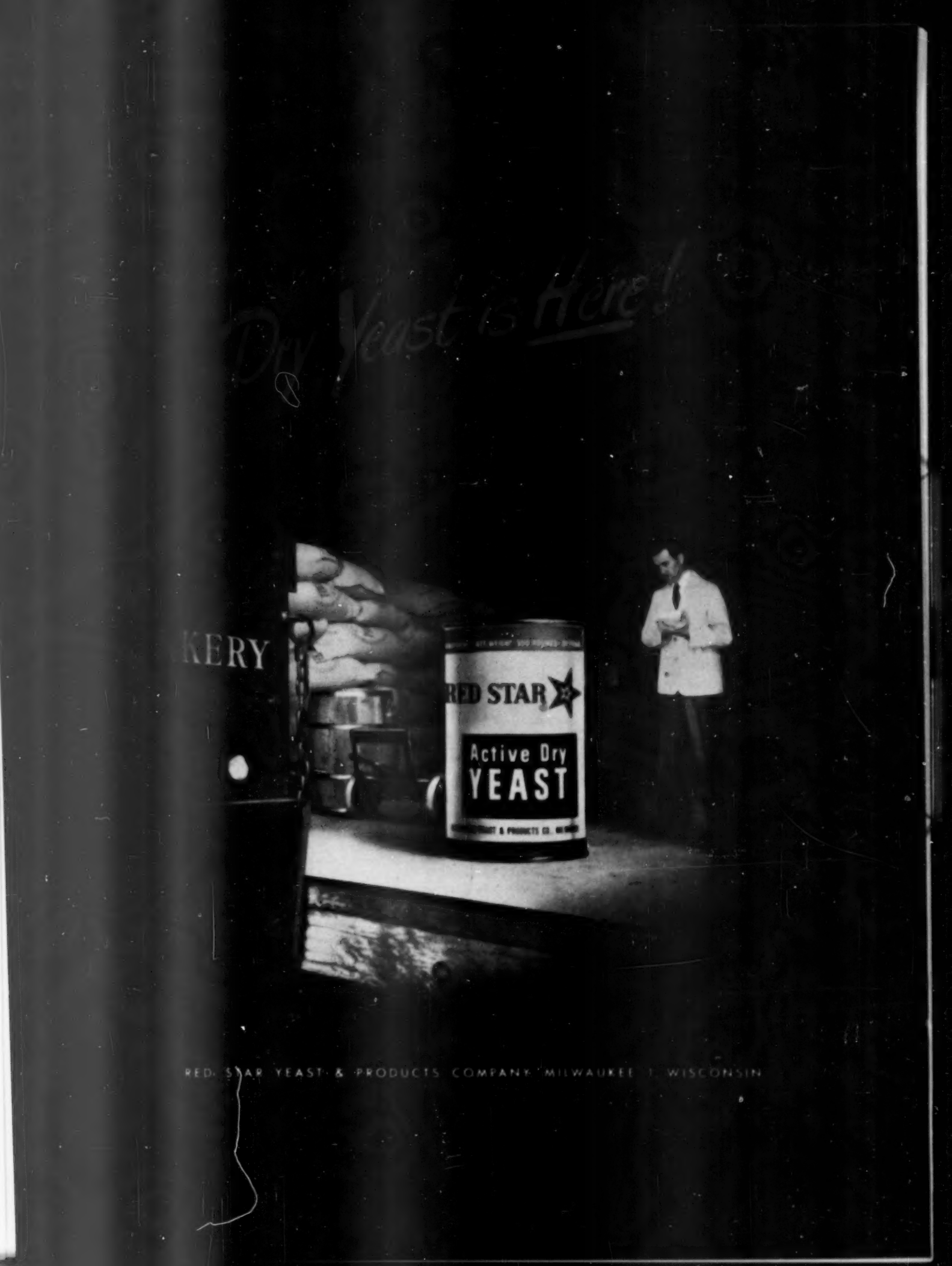
Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
311-31 Exchange Bldg., Memphis, Tenn.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

KERR GIFFORD & CO. INC.
Grain Merchants Flour Millers
PORTLAND, OREGON, U.S.A.
7,000,000 Bushels Terminal Storage
We Specialize in Malting Barley

ROBIN'S BEST FLOUR
The ROBINSON MILLING COMPANY
SALINA, KANSAS

After all!
"THERE IS NO SUBSTITUTE FOR QUALITY"
For More Than 50 Years...
Millers of Quality Flours
WINGOLD FLOUR ☆ WINONA FLOUR
These Brands Are Absolutely Dependable.
★ ★ ★
BAY STATE MILLING CO.
MANUFACTURERS OF
HARD SPRING WHEAT & RYE FLOURS
WINONA, MINNESOTA


Dry Yeast is Here!
KERY
RED STAR
Active Dry
YEAST
RED STAR YEAST & PRODUCTS COMPANY · MILWAUKEE 1, WISCONSIN

Courage, Determination Needed, W. E. Long Tells Sales Heads

CHICAGO—"Aggressive merchandising always requires courage and determination. The baker who took a chance on bread wrapping moved the industry ahead by years! Tomorrow's commonplace technique may be just as startling today as bread wrapping was then."

Over 150 sales managers and plant owners of some of the nation's best-known independent bakeries carried these prophetic words away with them as they concluded the annual sales managers' conference of the W. E. Long Co., held Dec. 5-7 at the Drake Hotel here.

The speaker was W. E. Long, chairman of the board, the W. E. Long Co. His words climaxed an intensive three days of talks and visual aid demonstrations that mobilized facts and figures presented by a panel of experts in various fields.

Every aspect of modern bakery merchandising was analyzed by the speakers, under the chairmanship of William L. Goodman, director of advertising for the W. E. Long Co.

The conference opened with an enthusiastic address of welcome by Mr. Long. He pointed out the opportunities present for the baker who will take advantage of them, stressing the importance of well-planned, consistent advertising, merchandising and public relations in the plant, community and nation.

Gerald O'Connell, director of training for the traffic division institute of Northwestern University, discussed modern traffic dangers, traffic rules and regulations, and the importance of courtesy in preventing accidents. His topic met with considerable attention, as he pointed out that bakers run more trucks than the members of most other industries.

Another Northwestern professor, Dr. Irving J. Lee, an internationally known semanticist, next spoke on "The Language of Wisdom and Folly." Dr. Lee gave amusing examples of how speech, with its importance to communication, can be misinterpreted by the wrong choice of words. His remarks were directed particularly at sales managers, whose policies and ideas transferred verbally to salesmen are "significant in either selling or souring the grocer and housewife on bakery products."

C. E. Steinhauer, Union Steel Products Co., Albion, Mich., wrapped up "Today's Loading Methods" in a neat, interesting package for the group.

Harold R. Gingrich, radio and television director; Edward A. Bolan, copy director, and Alvin F. Schulz, marketing research director, all of the W. E. Long Co., spoke on various technical aspects of modern advertising.

Miller Cross, This Week magazine, presented a study of retail markets, pointing up his study with case figures from books of the nation's leading grocery chains. C. J. Downing, president of the Old Homestead Bread Co., Denver, gave new information on store displays, and William Miller, art director of General Outdoor Advertising Co., Chicago, discussed the problems in producing a selling outdoor poster.

Other speakers included Robert S. Dickens, Dickens and Associates, Chicago, whose topic was "Package Design for Sales"; Mrs. Margot Pierce, store merchandising promotion department of the Ladies Home Journal, who gave the woman's reaction to advertising; Dr. William M. McGovern, world traveler, professor and former top echelon naval officer, who paved with economic certainty "The Road Ahead," and Edward McFaul, lecturer, who showed "how to conquer neurosis with a sense of humor."

A spirited floor discussion of the revolutionary Brown 'n Serve baking process further enlivened the last day of the conference. Various bakers informally told the session of their merchandising success with these products. Among them were Louis Braun, Keystone Baking Co., West Bridgewater, Pa.; Herbert Ungles, Ungles Baking Co., Des Moines, Iowa, and J. A. Phillips, City Bakery, Inc., St. Augustine, Fla. Additional information on the chemistry and consumer preparation of these products was highlighted by Louis W. Haas, president of the W. E. Long Co.

With a speech entitled "Building a Leader," Mr. Goodman, chairman, punctuated the session by tying together all the factors discussed at the conference, with a view toward building up section by section an effective, integrated program for advertising and merchandising of baking products.

Mr. Long summarized the conference with an address that pointed out how past merchandising methods had succeeded because one baker had had the audacity to be the first one to try them. He concluded by inviting all the bakers to be present at the golden jubilee general managers' conference, commemorating the 50th year of the Long company, which will be held next June at the Edgewater Beach Hotel, Chicago.

2 TYPES

3 ADVANTAGES

...that add up to

UNIFORM ENRICHMENT

Pfizer Enrichment Wafers are available to bakers in two types. Both Type "A"* and Type "B"** conform to the recommendations of the Scientific Advisory Council of the American Institute of Baking.

These wafers offer three major advantages to users. (1) They are easy to use for average formulas, since you merely add one wafer for each hundred pounds of flour. (2) They break readily into halves and quarters because they are double-scored. This makes them convenient for any size batch of dough. (3) They are quick to disperse in water or yeast suspension, giving uniform distribution throughout the dough. Yet they are firm enough not to crumble in transit.

These wafers are backed by the knowledge and quality control gained during Pfizer's first century as manufacturing chemists. Their physical uniformity and chemical purity are extra protections for your bakery operations. For details and prices, write Chas. Pfizer & Co., Inc., 630 Flushing Ave., Brooklyn 6, N. Y.; 425 N. Michigan Ave., Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.

*for formulas including 3% or more non-fat milk solids

**for formulas including less than 3% non-fat milk solids

PFIZER

PFIZER QUALITY

Manufacturing Chemists Since 1849

MORTEN MILLING COMPANY
Dallas, Texas

If You End Up in the RED, Get a Tax Refund

The Procedure Is Not Well Known, But the Law Provides for It . . . .

IN some ways, 1949 was a tough year. Things suddenly got very competitive again, and in the switchover from a sellers' market to a buyers' market, some bakers undoubtedly got hurt.

But if you ended up this competitive year with a net business loss, there is still one ray of hope, and a fairly substantial one at that. You can get back some of the money you paid to Uncle Sam in taxes on prosperous operations of 1948 and 1947. Uncle isn't as hard-hearted a guy as he usually seems when the time comes for shelling out income taxes. He is inclined to be quite reasonable. He recognizes the fact that an unprosperous year may be the build-up for a big year in the next 12 months (or, as happened to many bakers this year, the switchover year from boom prosperity to normal prosperity).

The procedure for receiving a tax refund on previous years is not very well known. But the law provides for it. Here is what the U.S. Department of Commerce has to say on the subject:

"The federal income tax law permits a business enterprise to reduce its tax bill by using an operating loss in one year as an offset to income in the two immediately preceding and two succeeding years. If you have a large loss in a given year, you may be able completely to wipe out your income tax in these four years in addition to the loss year. These provisions of the law have been of especial interest in recent years because they have allowed an established business to balance, taxwise, reconversion-year losses against war-year profits through a loss carryback and tax adjustment. They also permit a new postwar business to carry forward losses, which are incurred in the early years of operation, to obtain a tax cut in the first years of success.

"For the carryback years you can obtain a credit on current unpaid taxes or a refund, depending on your own tax payment situation. In effect these provisions mean that your taxable income is averaged over a five-year period and that the government is sharing your operating losses as well as your income. It is vitally important to small enterprises to be able to balance a current loss against past and future income in this manner. These firms are not likely to have the reserves needed to carry them over bad years. Even one loss year could easily be fatal.

"The loss carry-back and carry-over provisions of the income tax law apply in the same general way to corporations and unincorporated firms, but there is a different treatment of the two groups for certain specific items in the tax return. In the case of corporations, the carry-back may result in a credit against wartime excess profits taxes."

Less Complicated

The procedures for unincorporated businesses (individual ownerships and partnerships) are not simple, but they are not as complicated as those of corporations. Since the services of a tax attorney or accountant are necessary in corporation returns anyway, we'll look at the tax refund problem of the individual owner of a bakery, or the partners who control one.

There are three things that you must do in order to get a carry-back tax adjustment, as the government calls this kind of tax refund on previous years' income taxes. They are:

(1) Compute your loss.

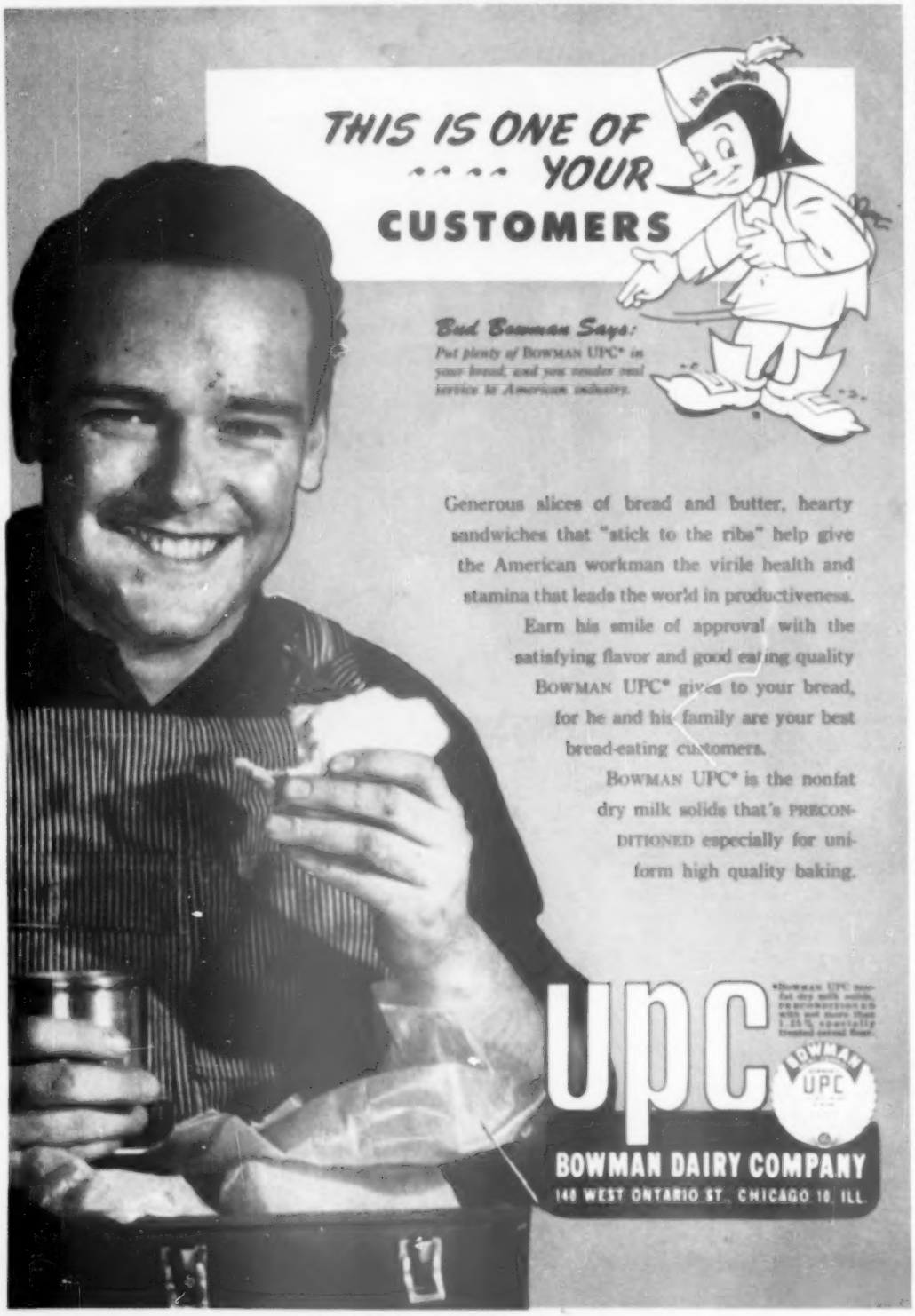
(2) Make adjustments to amend tax returns for the back years (in this case, the 1948 and 1947 calendar year tax returns.

(3) Finally, you must file these schedules the Treasury Department's Form 843 (which is a claim for refund), or its Form 1045 (which is titled the Application for a Tentative Carry-Back Adjustment).

Let's see in detail how these three steps are carried out.

A net operating loss is the difference between business expenses and the gross income from business trans-

(Continued on page 42)



Chase-Designed Pretty Print bags are available in colorful checks, plaids, florals, geometrics, and pastels. And, how thrifty housewives love 'em! They're becoming more and more popular every day! Get on the Band Wagon! Cash in on this demand now! Pack your products in Chase-Designed Pretty Print bags! Your Chase Salesman has samples and full details. Check with him . . . TODAY

CHASE BAG CO.

GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK. • SAN FRANCISCO

DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT

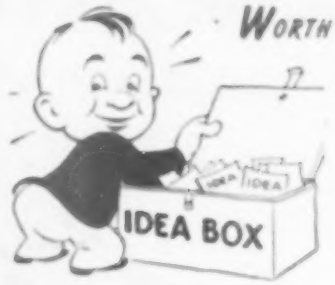
"BLODGETT'S"
RYE

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN



WORTH LOOKING INTO . . .

NEW PRODUCTS
•
NEW SERVICES
•
NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of: The Northwestern Miller 118 So. 6th St. Minneapolis, Minn.

New Dough Retarders

After two years of experimental design, the Victory Metal Manufacturing Corp., Philadelphia, Pa., has announced a new line of low-cost dough retarders. It will carry the name "Sta-Kold," and will be all-metal constructed. Stainless steel will be used on surfaces where most wear centers. The company states that "this new line of ours answers the trade's need for good, solidly built all-metal dough-retarders in the lower price brackets."

New Doughnut Machine

Abraham Kipnis, Forest Hills, N.Y., has announced that he has secured a patent on a new automatic machine for making twisted crullers from a soft doughnut dough. It is claimed that this machine will produce crullers in both package and restaurant sizes at the rate of 250 dozen per hour.

This new machine, claimed to be fully automatic, eliminates many labor costs, and it is also said that it reduces material costs since it uses an economical soft dough. Another feature claimed for the machine is a two-flavored twist, whereby the machine can be fed two different flavored doughs at the same time, which produces a cruller, one side of which is chocolate and the other vanilla.

This machine is not yet on the market, but is being demonstrated to those in the baking industry who are interested in it.

Air Whip Machine

A new, sanitary air whip machine, known as "Airator," Model A-270, is being introduced to the baking industry by Homogenette, Inc., Newark, N.J. The company states that "with this truly sanitary machine whipped cream may be produced in less than two minutes, to any desired consistency, with a volume yield up to four times the original liquid amount. Air whipped cream assures you of a fine natural creamy flavor."

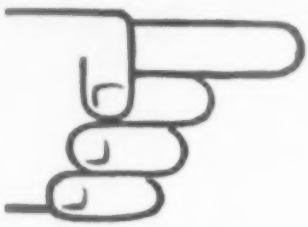
New Mixer Described

The American Machine & Foundry Co., New York, has just issued to the baking industry a new folder describing its Oakes continuous, automatic mixer. It is said that this mixer has commercially produced over 3,000,000 lb. of layer, sponge and pound cake. According to the bulletin, one man can scale and de-

(Continued on page 44)

HERE'S BAKING SECURITY PLUS

The baking security you get in SUPER-FLOUR is more than a phrase. It is security soundly founded on a quality milling program. A program that begins in the wheat field with selected hard winter wheats of known superior baking merit and does not relax its vigilance until the flour is delivered to your bakery. That's why the extra values of SUPER-FLOUR are so easily evident . . . and why you can feel secure when your loaf is baked from this superb short patent flour.



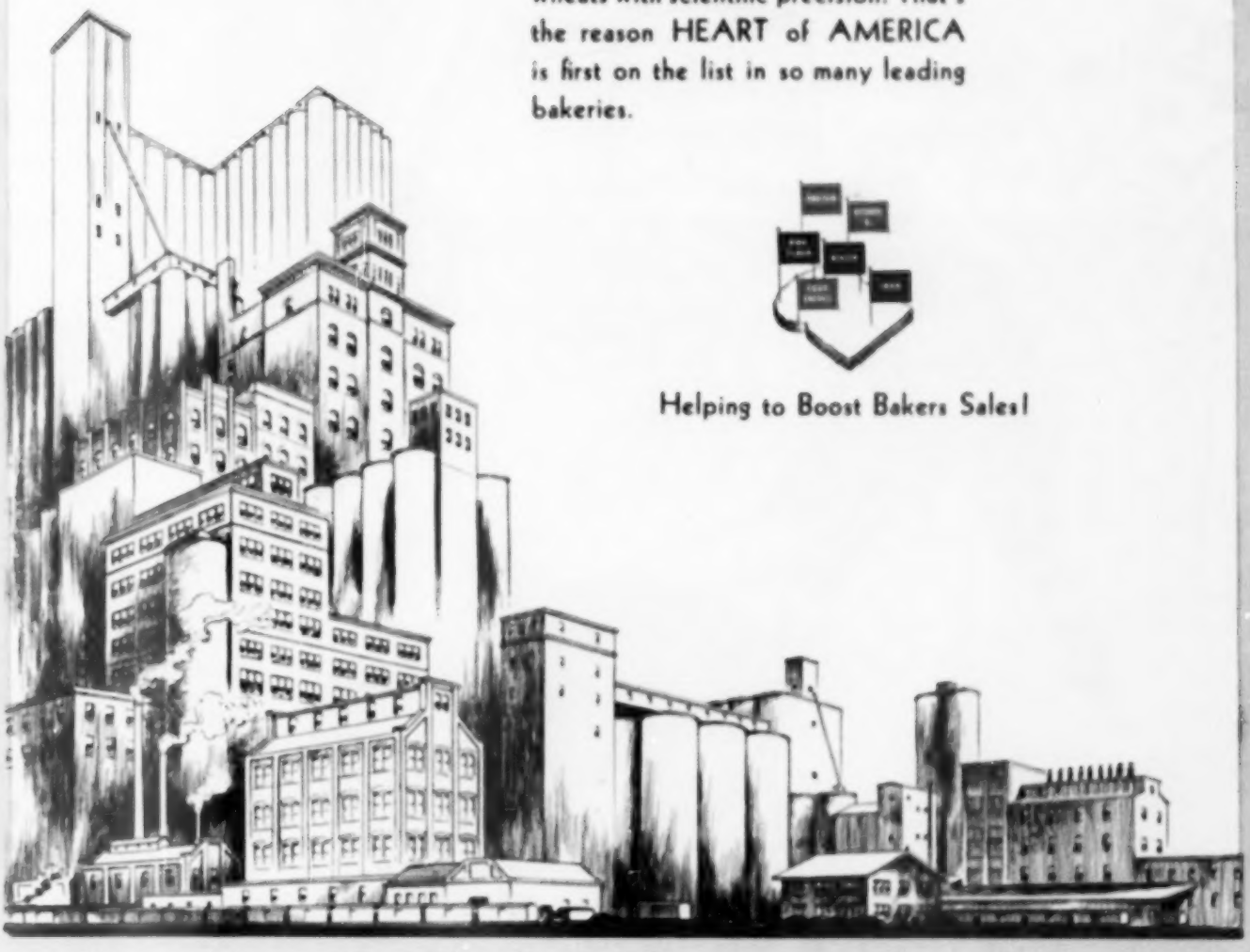
HIGH PATENT
Superflour
REG. U. S. PAT. OFF.

THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

HEART OF AMERICA

Good flour—the foundation of good bread. That's a basic principle in building bigger sales for any bakery. And HEART of AMERICA is just the kind of flour to uphold a quality principle like that. Its proven baking merits over the years have been backed by skillful milling of superior wheats with scientific precision. That's the reason HEART of AMERICA is first on the list in so many leading bakeries.

Helping to Boost Bakers Sales!



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the

RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
919 North Michigan Avenue
Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
1909 Statler Building
Telephone: Hubbard 8340

DO YOU KNOW . . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 56 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In order to reconstitute powdered egg yolks it is necessary to add 2 lb. water to each pound of dried yolks. True or False?

2. A loaf of bread baked in a cool oven loses less moisture than one baked in a hot oven. True or False?

3. The mineral salts in hard water that cause the greater part of the hardness are known as soluble calcium and magnesium salts. True or False?

4. Hard rings on the inside, about an inch from the crust of bread are caused by having the dough too soft. True or False?

5. A good grade of whole wheat flour contains a greater percentage of protein than a good short patent flour. True or False?

6. The average loaf of white bread will contain about 32-33% moisture. True or False?

7. The turning gray of chocolate icing can be slowed down by using some invert syrup or other type of hygroscopic ingredient in the icing. True or False?

8. Little white spots on the top crust of pound cakes are often caused by the sugar in the cakes being too coarse. True or False?

9. The average formula for the cream filling used in sugar wafers contains vegetable oil instead of shortening. True or False?

10. It is not possible to obtain 15 qt. egg whites out of a 30-lb. can of frozen whites after they are thawed out. True or False?

11. Sugar is used in sweetened condensed milk in order to lower the cost. True or False?

12. A high grade cake flour is usually recommended for making pie dough. True or False?

13. The average molasses contains about 55% sugar. True or False?

14. It is advisable to use vinegar or other edible acid to bread doughs in the summer time even if there are no traces of rope present in the baked bread. True or False?

15. If a short paste cooky, which contains granulated sugar, spreads too much, replace part or all of it with powdered sugar in order to decrease the spread. True or False?

16. When making pie dough using hard wheat flour it is necessary to use more shortening than when using soft wheat flour. True or False?

17. In making white bread usually from ¼ to ½% of yeast food is used to 100 lb. flour. True or False?

18. Mineral oil has been found to be very suitable for greasing bread dough troughs. True or False?

19. Powdered buttermilk is usually recommended for making cake doughnuts instead of liquid buttermilk. True or False?

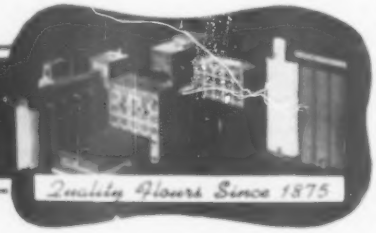
20. When making the heavier types of rye bread the loaves are usually docked six times in the center and a few times on each side. True or False?

Most of our flour production goes to commercial bakers . . . very little in family flour packages . . . none into prepared mixes. So, naturally, we consider the bakers' goal *our* goal . . . the bakers' problems *our* problems. We believe in working *with* those who work with us.

This works to the bakers' advantage, too, since we *specialize* in milling uniform quality flours for *bakers*. By specializing, we feel we do a better job. You are invited to try the Beardstown Mills, where prompt, friendly *specialized* service brings you an improved source of bakery flours.

SPRING WHEAT FLOURS ★ HARD WHEAT FLOURS ★ SOFT WHEAT FLOURS

The Beardstown Mills
BEARDSTOWN, ILLINOIS



South Carolina Bakers Council Elects J. A. Arnau

COLUMBIA, S.C. — J. A. Arnau, Columbia Baking Co., Greenville, S.C., was elected president of the South Carolina Bakers Council at a meeting here recently. He will serve a term of one year beginning Jan. 1.

Lee Nason, Colonial Baking Co., Augusta, Ga., was named vice president and S. V. Epps, Claussen's Bakery, Columbia, recording secretary and treasurer. The executive secretary of the group is Harlan B. Stout, 200 Woodrow St., Columbia, who was reappointed by the executive board.

The board was completed by the election of seven other members: J. F. Barnes, retiring president, American Bakeries Co., Florence, S.C.; C. M. Banks, H. H. Claussen's Sons, Augusta, Ga.; H. D. Scrivener, Claussen's Bakery, Charleston, S.C.; Roger Hughes, Aunt Harriet's Bakery, Union, S.C.; Frank Hollingsworth, Home Baking Co., Greenwood, S.C.; R. H. Jennings, III, Palmetto Baking Co., Orangeburg, S.C., and S. M. Lollis, American Bakeries Co., Anderson, S.C.

BIG 7 PERFORMANCE FLOUR

Also Available Enriched—Saving the Baker Time, Trouble and Risk

Produced Under Scientific Control in the Southwest's Largest Mill

KANSAS FLOUR MILLS COMPANY

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

☆

You can depend on LA GRANGE FLOURS

☆

LA GRANGE MILLS RED WING MINNESOTA

Better Milling of Finer Wheat Produces

Acme's

Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.

for better baking

ask for Acme!

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

Worth Looking Into

(Continued from page 42)

liver to a depositor 3,600 lb. of batter per hour, and output can be regulated to suit the oven capacity. It is claimed that the Oakes mixer has such features as better product quality, more stable mix, greater, more uniform yield and various other advantages.

Overhead Proofer

Designed to promote sanitation control, the new Union Machinery Co. overhead proofers, Model SJ and SG, are built with swing away and lift out panels. Opening these panels exposes the interior and all working parts for thorough cleaning. Slip-on fabric liners on the tray can be quickly removed and changed for sanitary purposes.

These improvements represent major engineering advances which are combined with the already proven mechanical features of the Union traveling tray proofers, such as positive loading, uniform proofing and controlled discharge to the moulder, the firm says.

Materials Handling

A materials handling manual that offers 355 ways to cut inventories has been prepared by the Aerol Co., Inc., West Coast manufacturers of materials handling equipment. The catalog answers specific problems that are constantly being faced by users of materials handling equipment. It has complete illustrations of all Aerol products and drawings which show how they solve particular materials handling problems. Dimensions, load ratings and code numbers are tabulated for quick and easy reference.

AMF Oven Folders

New folders recently issued to the baking industry by the American Machine & Foundry Co., New York, describe and illustrate the company's "Thermo-Radiant" double-lap and single-lap tray ovens, which are said to permit maximum production in minimum floor space. Typical installations are illustrated and accompanying copy describes the heat control, balanced design and economical performance embodied in each.

The folders stress such features as the thermo-radiant heating system, food vent, rigid framework and safety controls. It is believed that bakery engineers will be interested in the diagrammatic sketch showing the construction features of both types of ovens.

W. E. Long Co. Booklet

"A Half Century of Service to the Baking Industry" is the title of a booklet recently published by the W. E. Long Co., Chicago, describing the company's activities and services and tracing the development of the baking industry during the past 50 years.

Both text and illustrations are used to illustrate the industry's progress. Other sections describe the products control, accounting and cost control, engineering counsel departments and other phases of the firm's activity.

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
35 Broad Street New York City

"Whitewater Flour"
Ground Where the Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

DOBRY'S BEST
and
BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
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BLAIR'S Certified FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN ICE AT ANY PRICE
Established 1874

MINER-HILLARD MILLING CO.
WILKES-BARRE, PA.
CORN SPECIALTIES

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Self-rising
OTTAWA KANSAS

With The New Year

50,000,000 BUSHELS OF WHEAT

will pass through this Lincoln, Nebraska, railroad yard—direct from the best hard winter wheat growing sections of the United States

FROM THIS AMPLE SUPPLY

the choicest will be carefully selected from which to make

GOOCH'S BEST FLOUR

Needs No Blending

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

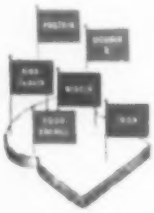
Daily Capacity 4750 Cwts. *Elevator Space 2,100,000 Bus.*

ARNOLD OF STERLING

THORO-BREAD

the perfect flour

NOT every miller has the courage to make so good a flour as THORO-BREAD, particularly in these days of searching for cheapness. Quality beyond question has always been the rule in the milling of THORO-BREAD. And that rule is mighty important to any baker who recognizes that just any flour is not good enough to produce the kind of loaf that will win the housewife's favor and build a sound, growing business. We mean it when we call THORO-BREAD "the perfect flour."



ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY
STERLING, KANSAS

Capacity 2,500 Cwts. Daily

Wheat Storage 500,000 Bus.

ARNOLD OF STERLING

THE future of the baking industry depends on the quality that is put into its products. Bakery successes with cheap ingredients and bakery failures with high quality ingredients are both exceptions. We commend TOWN CRIER to any baker who is seeking the highest quality in his bread.

The Millers' Advertising Program —Boosting Bakers' Sales

THE MIDLAND FLOUR MILLING CO.

KANSAS CITY

AIB Plans Sanitation Courses in New York and Boston in January

CHICAGO—The 18th and 19th special courses in bakery sanitation sponsored by the American Institute of Baking, Chicago, will be held at the Hotel Statler, Boston, the week of Jan. 8, and at the Hotel Park Sheraton, New York, the week of Jan. 15.

"Although all of the material previously covered in other courses given in these areas will be included in the course, there will be much that is new," according to Dr. Edward L. Holmes, head of the AIB department of sanitation.

The courses have each been arranged to start at 8:30 a.m. on Sunday in order to make it possible for the bakery to send men who might be needed in their plants the following Thursday and Friday. Attendance at each session of the course will be necessary in order to receive a certificate.

Following the afternoon session on Wednesday, there will be a dinner which registrants may or may not attend, as they choose. Tickets will be available at a reasonable price for this dinner, following which an extended round table meeting will be held. This evening meeting will be open to anyone who cares to attend regardless of whether or not they attended the dinner. Certificates will be issued during this meeting or mailed to any unable to attend.

As before, tuition for the courses will be $50 for the entire period.

Rooming accommodations will be available through block reservations made by the institute at the same hotel where the course is held. Further information on the courses may be obtained from the Sanitation Dept., American Institute of Baking, 1135 Fullerton Ave., Chicago 14, Ill.

BROOKLYN BAKER IS ROLLING IN DOUGH

NEW YORK—Sidney Mahler and his wife, Rose, who operate a bakery in Mineola, recently won over $20,000 in merchandise on the "Stop the Music" program by identifying a "mystery melody." In addition to a $3,000 diamond ring for Mrs. Mahler and a free trip to Europe, the Mahler's Thanksgiving dinner was served by a caterer—deluxe style with all the trimmings, chef, maid and butler.

Ohio Bakers Plan Winter Meeting in Cleveland

COLUMBUS, OHIO—The 1950 winter convention of the Ohio Bakers Assn. will be held Jan. 15-17 at the Hollenden Hotel, Cleveland, according to a recent announcement by Roy Ferguson, secretary of the association.

The president's reception is scheduled for the evening of Jan. 15 and a "morning glory breakfast" will be held the morning of Jan. 16. Candidates for the "Queen of Ohio Bakers" contest will appear at the breakfast.

R. R. Kramer, Procter & Gamble, Cincinnati, will be in charge of a baking demonstration the afternoon of Jan. 16, when a complete line of cakes, pies and pastries will be shown.

Entertainment the evening of Jan. 16 will feature the allied cocktail room, under the supervision of William Mountain.

Other features of the convention program include industry speakers on current topics, trade exhibitions showing baking supplies and accessories and a baked goods exhibit of products of Ohio bakers.

MERCHANTS WAREHOUSE

SAN ANTONIO, TEXAS—New offices and warehouse facilities were opened here recently by the local branch of the Merchants Biscuit Company of Texas, at 625 Florida St. The company was founded in 1930 with an office in Amarillo under the supervision of J. J. Sanders and with J. C. Bowman as president. It now has branches in Abilene, San Antonio, Wichita Falls, Fort Worth and El Paso.

LADIES' CHRISTMAS PARTY

PITTSBURGH—Mrs. Lou Allsen, Swift & Co., was chairman of the Christmas party of the Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania, held in the Hotel Roosevelt Ballroom in December. Mrs. Albert Planitzer, president the past year, and all other officers serving with her were presented gifts by the organization, with the co-chairmen, Mrs. Paula Wolfrum, Wolfrum Bakery, and Mrs. Amelia Mallits, Mallits Bakery, making the presentations.

"The Flour of the Nation"

AMERICAN ACE

Extra High Patent

FLOUR

"KNOW HOW" makes a difference in the production of America's record breaking planes and it makes a difference in milling flour, too. More than ever this crop year, the value of milling skill and knowledge is apparent in baking results from this year's flours. AMERICAN FLOURS offer you the best product from superior wheat that expert craftsmanship and scientific knowledge can produce. You'll see it in your bread. Be sure . . . BUY AMERICAN!

Flour Capacity
4,000 Sacks

Grain Storage
1,700,000 Bus.

American Flours, Inc.

G. M. ROSS, *President* FLEMING ROSS, *Vice-President* PAUL ROSS, *Secretary*

NEWTON, KANSAS

NOW! you pay no more for...

BUD BRAND

SPECIAL WHITES

- faster whipping
- greater volume
- easier to handle
- finer texture

BUD Brand Special Whites are special because they are specially treated before processing. Even with this special processing, which provides many advantages for the baker, Special Whites now cost you no more than the regular BUD Brand Whites. BUD Special Whites have become a favorite with bakers, because of the greater volume and finer texture achieved in the baking of white cakes.

YEAST, MALT & CORN PRODUCTS DIVISION

ANHEUSER-BUSCH, INC. · · · ST. LOUIS, MO.

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET
THAT AT LEAST 9%
DAIRYLEA*
Non-Fat Dry Milk Solids
will improve your bread 6 ways
1—Flavor
2—Nutrition
3—Texture
4—Appearance
5—Color
6—Better Keeping Qualities

Add it to your formula for greater yields and increased sales
Inspected — Protected — Tested
DAIRYLEA
Non-Fat Dry Milk Solids
DAIRYMEN'S LEAGUE
COOPERATIVE ASSOCIATION, INC.
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Pfeffer Milling Company
Manufacturers of Pure High Grade Winter Wheat Flour
Brands: Lebanon Bell, Flake White, Fluffy Buffalo
LEBANON, ILL.
Member Millers' National Federation
Capacity: 1,500 Sacks Daily

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LPORTER, IND. SUFFOLK, VA.

King Milling Company
High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

Fort Morgan Mills
Family and Bakery Flour
Milled only from the very choicest Colorado Highland wheats
FORT MORGAN COLORADO

ULYSSES DeSTEFANO
Mill Agent
FLOUR AND SEMOLINA
Correspondence Solicited
60-69 Produce Exchange New York, N. Y.

EVERYTHING
FOR THE PIE BAKER
Crust Rollers — Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
CHICAGO, ILL.

Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln Dried
WHITE CORN PRODUCTS
Capacity: 15,000 Bushels

Income Tax Refund

(Continued from page 10)

actions. It would be the loss shown on Schedule C of your income tax return if your cost of goods sold and deductions exceeded your receipts. In computing your operating loss or profit, you usually would not include such items as loss or gain on sales of securities or real property holdings held personally.

"Under the federal income tax law," points out the Department of Commerce, "a net operating loss has a broader meaning. It is the loss on the operations of a business after certain tax exempt and nonbusiness income and deduction items are taken into account. These additional items are brought into the picture in a manner which usually makes the statutory net operating loss smaller than the real business net operating loss.

"These adjustments are required if your tax return contained capital gains and losses, depletion, income and deduction items not connected with your business, or a net operating loss deduction as a carry-over from another year.

"An adjustment is also required if you received interest on tax exempt securities.

"If you are not affected by any of these adjustments, your net operating loss is the loss that you showed in Schedule C of your income tax return. In that case, it is unnecessary to read the following section and you can skip over to the next section entitled, 'The Net Operating Loss Deduction.'

"In computing your loss, start with the income tax return that you filed for the loss year. Certain changes must be made in the income and deduction items in that return, and certain items not included must be taken into account. If you filed a joint return, your net operating loss should be computed on the basis of the combined income and deductions of both you and your wife. All adjustments required in the income and deduction items must be made as if they were for the income picture of a single person. If your wife has income but is not engaged in business, a joint return will usually show a smaller operation loss, and hence less tax relief.

"If you received interest on securities that are exempt from taxation during the loss year, you must add this interest to your total income. However, if you paid out interest on a loan that you had obtained for the purpose of buying these tax exempt securities, you may deduct that interest paid from the interest received, and include the net amount as an addition to total income in computing your loss."

For example, let's say the income on your tax return (this, remember, is for a "back" year) was $5,500. You received $1,500 interest on tax exempt securities. But you borrowed money to purchase the securities, and had to fork out $500 in interest to the bank. So net interest you received was $1,000. Your income, for tax refund purposes, then becomes $6,500—the original $5,500 income plus $1,000 net interest you received.

Limitations on Deductions

In your 1948 and 1947 income tax returns you were permitted to take certain deductions for outlay not connected with the operation of a business. For operating loss computation,

DOWN THRU THE YEARS...
for 3 generations...
For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.
"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

For Over Fifty Years...
KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR
Minnesota Best Flour in the World.
...Made in Minnesota
H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA

Centennial FLOURING MILLS CO.
GENERAL OFFICES: 540 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT
GOLD DROP PIE and COOKIE FLOUR
PYRAMID CAKE FLOUR
CENTENNIAL CAKE FLOUR
5,000,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL — ONE OF THE WORLD'S MOST MODERN
MILLS AT SPOKANE WENATCHEE RITZVILLE PORTLAND

limitations are placed on these deductions. The total allowed for these items cannot exceed the total amount of income received from activities outside your business—unless you have a net nonbusiness capital gain. If you have such a gain, your nonbusiness deductions can be equal to your nonbusiness income plus your net nonbusiness capital gain. Any nonbusiness deductions left above that sum cannot be included in computing your net operating loss.

The Department of Commerce advises that, "if you included capital gains or losses in your tax return (Schedule D), it will be necessary to reclassify these items by grouping them into business and nonbusiness gains and losses. Each group must be treated separately in figuring your net operating loss. Long-term gains and losses (on assets held more than six months), which Uncle Sam allowed you to count at only 50% in Schedule D of your tax return, must be adjusted to show 100%. Just as in Schedule D of your tax return, you should compute your net capital gain or loss. But this should be done separately for business and nonbusiness items. Your net nonbusiness capital gain can be offset by a part of your nonbusiness deductions if they are not fully offset by nonbusiness income. Any remaining net nonbusiness capital gain can be applied as an offset to a net business capital loss.

"Under the federal income tax law the income of a partnership is taxed in the hands of the individual partners. The partnership, itself, is not a taxable entity. For this reason the partnership net operating loss must be allotted to the individual members who may then apply their own shares as a loss deduction on their personal tax returns.

"The partnership loss is divided among the partners according to each one's share in the ownership of the enterprise, in the same way as the division of profit and loss. In making the allocation of loss to each partner, it is necessary to assign to each his personal share of the income and deduction items. The adjustments for tax-exempt interest, business and nonbusiness items, including capital gains and losses must be made in each case. Long-term capital gains and losses must be counted at 100% of their value. A schedule showing the calculation of the net operating loss should be attached to the partnership information return, Form 1065, which must be filed annually under the income tax law."

Adjustments Must Be Made

When you have determined the amount of your net operating loss, certain adjustments must be made in your income and deduction items for each of the years to which the loss is to be carried.

The adjustments in your income in the carry-back year to determine the amount of your operating loss deduction are very similar to those which must be made for the operating loss itself. The principal difference is that a separate treatment of business and nonbusiness items is not necessary. Long-term capital gains and losses, which in the tax return are counted only at half of the actual amount, are adjusted now to show the full amount. All net capital losses may be deducted. In other words, if you lost more than you made, you take your net loss—the total loss figure minus the total gain figure—off as a deduction.

Only Net Interest Counts

Again, interest received on tax exempt securities must be included. But, again, only the net interest counts; if you borrowed money and paid interest on it in order to buy the securities, then you can count the interest you pay off the interest you receive.

When you have "adjusted" the carry-back year on which you are figuring (1948 or 1947), you'll find that you have a higher net profit than you originally had for income tax purposes. See how much you have increased the net profit. Then the resulting increase is deducted from the net loss you had in 1949. If you still have any net loss left for 1949, then you're sure of getting back some tax money.

If you had an extremely bad year, and there is still a loss figure left, then you apply it to another carry-back year. You take the oldest year first. In other words, you figure first on 1947. Then, after you have "wiped out" the 1947 profit—provided your loss in 1949 was that high—you next work on 1948.

In Bread...

There's No Substitute

for MILK SOLIDS!

It's a "natural"—a superior ingredient—for which there is no satisfactory replacement. Only the nonfat solids of milk can give bakery products the characteristic qualities so important for consumer preference.

Experienced bakers have proved to their own satisfaction for many years that *"milk solids makes the difference"*—in appealing crust color, texture, baking qualities, more tempting aroma and satisfying taste.

The slight additional cost of making bread with a minimum of 6 per cent nonfat dry milk solids is more than offset by INCREASED sales due to improved appearance, flavor, eating quality and nutritive value.

MILK SOLIDS MAKES THE DIFFERENCE!

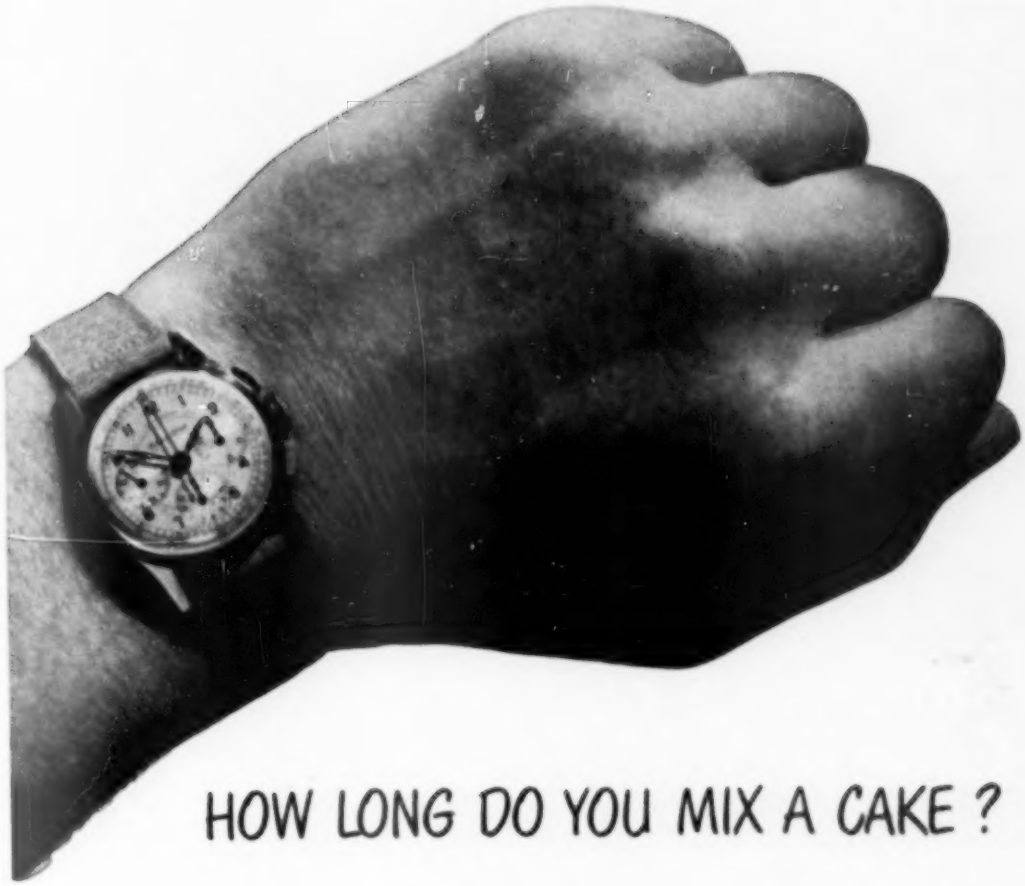
Generous amounts of nonfat dry milk solids (at least six per cent) in bread assure:

1. A richer, more mellow flavor.
2. Extra freshness—stays fresh longer.
3. Finer, silkier texture.
4. Toasts evenly to a golden brown.
5. *More Food Value*—Milk solids contains all essential amino acids and supplements the protein of wheat flour.

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

DUNWOODY STUDENTS ENROLL

MINNEAPOLIS — Fourteen students have enrolled for classes at the Dunwoody Baking School here, to start their courses in baking: Alexander Bukowski, Minneapolis; Walter Jayne, Minneapolis; Gordon Johnson, Minneapolis; Kenneth Newstrom, Lindstrom, Minn.; Ernest Pavlisich, Ely, Minn.; Mathew Somero, St. Paul, Minn.; James Steiner, Red Wing, Minn.; Elmer Hofer, Madison, S.D.; Edward Lundeen, Eau Claire, Wis.; Olympio Morzenti, Rockford, Ill.; Raymond Wepsiec, Chicago; John Coymes, Nyack, N.Y.; Eugene Salchli, Frankfort, Ky., and Bronislaw Bizon, Chicopee Falls, Mass.



HOW LONG DO YOU MIX A CAKE ?

As every cake expert knows, thorough mixing of the ingredients improves the quality of the cake—gives it greater volume, finer grain, smoother texture, better keeping quality.

Yet all too often mixing time has to be cut down because longer mixing toughens the gluten in the flour.

By selecting particularly choice varieties of soft wheat and using only the innermost portions of the kernels, Pillsbury mills cake flour that will stand unusually long mixing without developing undesirably tough gluten. That's one reason why cake flour bearing Pillsbury's dotted circle trade-mark is favored by so many bakers. Why not put it to the test in *your* shop?

Pillsbury's BAKERY CAKE FLOURS

PILLSBURY MILLS, INC.

General Offices: Minneapolis 2, Minnesota

ANSWERS
TO "DO YOU KNOW?"

Questions on page 44

1. **False.** It is necessary to add 1 lb. water to each pound of dried yolks. After being thoroughly mixed the reconstituted yolks should be allowed to soak for about six hours in order to give the dried yolk solids an opportunity to reabsorb the moisture they originally contained.

2. **False.** A loaf of bread baked in a hot oven shows a smaller baking loss than a loaf baked in a cool oven. For this reason, the dough could be scaled somewhat lighter for bread baked in a hot oven.

3. **True.** When water flows over rocks and through different layers of earth it dissolves some of the mineral salts contained in the rocks and earth.

4. **False.** The rings are due to the bread being bumped in the oven while part of the loaf is still in the dough stage.

5. **True.** However, the protein found in the whole wheat flour is not as elastic as that found in a good short patent flour.

6. **False.** It will contain about 36-37% of moisture. According to government standards it may not contain over 38%.

7. **True.** Adding somewhat more shortening to the icing will also help. It has been found that the addition of a small amount of lecithin will decrease the tendency for the icing to turn gray. Another precaution is not to overheat the icing.

8. **True.** The undissolved sugar crystals may cause the white spots. Other causes may be as follows: (1) Too much steam in the oven. (2) Cake standing too long after being deposited into the pans. (3) Oven temperature too low. (4) Lack of steam in the oven. (5) Too low a salt content in the batter.

9. **False.** The average formula will consist of 50 lb. powdered sugar, 25 lb. plastic coconut fat, 2 oz. tartaric acid, 1 oz salt and flavor to suit. This mixture is creamed together until plastic.

10. **True.** A quart of egg whites weighs about 2 lb. 2 oz. Therefore it is impossible to obtain 15 qt. out of a 30-lb. can. There will also be a slight loss due to some of the whites sticking to the sides and bottom of the can.

11. **False.** It is used in condensed milk as a preservative. Sweetened condensed milk contains about 40% sugar.

12. **False.** An unbleached soft wheat flour is usually recommended, as it will produce a tender crust when used with a reasonable amount of shortening.

13. **False.** The average sugar content of molasses is about 66%.

14. **True.** There are available today, ingredients that are sold under various brand names which are used by many bakers with excellent results.

15. **True.** The excessive spreading of the cookies may be due to the undissolved sugar crystals in the dough dissolving during the baking period. When powdered sugar is used there will be very few undissolved sugar crystals in the dough, thereby reducing the spread.

16. **True.** Hard wheat flour contains a greater percentage of protein than a soft wheat flour. It is necessary to use more shortening in order to mellow the greater quantity of gluten developed during the mixing of the dough. If the shortening content is not increased, a tougher crust will result.

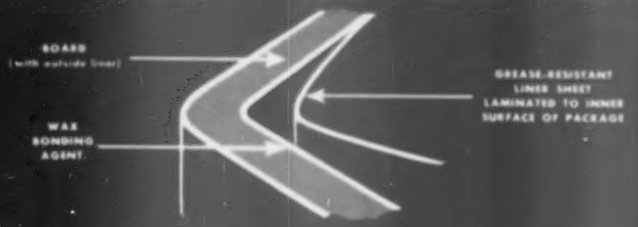
17. **True.** The amount used will depend upon local conditions. A long separation flour requires a greater amount of yeast food than a short patent flour.

18. **True.** It is very suitable due to the fact that it will not turn rancid. However, many bakers use animal or vegetable fats with good results.

19. **True.** It is possible to produce a more uniform doughnut using powdered buttermilk. Liquid buttermilk varies in acid content while powdered buttermilk is uniform in acid content.

20. **True.** When the loaves are properly proofed, this is the usual procedure. When the loaves are underproofed, a few extra holes will decrease the tendency for them to burst and bulge. It is necessary to decrease the number of holes when the loaves are over-proofed.

Be sure you understand this
TRIPLE PROTECTION



Laminated Packages Give Bakery Goods

The cross-section above shows three good reasons why laminated packages keep baked goods fresh longer, salable longer.

Unlike ordinary packages, laminated packages are made of three separate layers. An outside cover of high-grade paperboard is laminated, or bonded, to an inner, greaseproof liner sheet by a special moisture-resisting agent—microcrystalline wax. This wax, through heat and pressure, fuses the paperboard and the greaseproof liner sheet into ONE. Also, it forms a moistureproof barrier. As a result, laminated packages are both moistureproof *and* greaseproof. Their sturdy 3-layer, rigid construction stands up under rough handling and stacking.

Laminated packages are made in many different styles and colorful designs . . . . . for cakes, cookies, doughnuts, buns, sweet yeast-raised goods. You can get complete details from your regular representative of any one of the manufacturers listed below.

Laminated BAKERY PACKAGE RESEARCH COUNCIL

MEMBERS OF THE LAMINATED BAKERY PACKAGE RESEARCH COUNCIL
Chicago Carton Company, Chicago, Illinois • Container Corporation of America, Chicago, Illinois • Robert Gair Company, Inc., New York, New York
Marathon Corporation, Menasha, Wisconsin • The Rustless Company, Kirkland, Ohio • Sutherland Paper Company, Kalamazoo, Michigan
United Board and Carton Corporation, Syracuse, New York

BUFFALO BAKERS' BALL

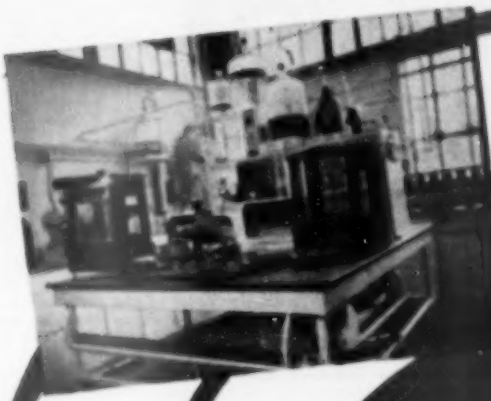
BUFFALO—The Buffalo Retail Bakers Assn. held its annual Officers Ball in the Hotel Statler Dec. 3. This is the highlight social event of the association year and drew about 225 members and guests from the western New York area. A cocktail hour was held from 9 p.m. to 10 p.m. and the party was climaxed by a dinner, dancing and a program of entertainment. General chairman of the event was L. H. Miller, past president of the New York State Association of Manufacturing Retail Bakers. On his committee were Henning Mortensen, William Steller, George Cavanaugh, Harry Wilson and Charles J. Priester.

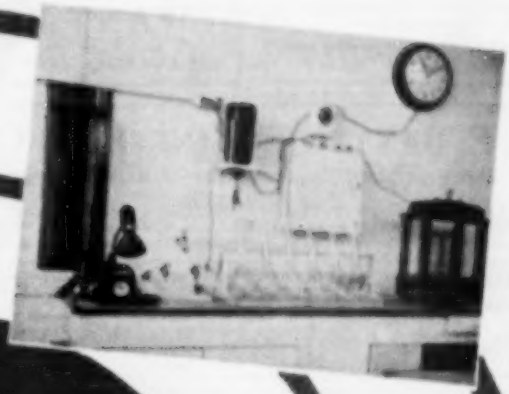
Ring of Protection

INSURES

GOOD

BAKING





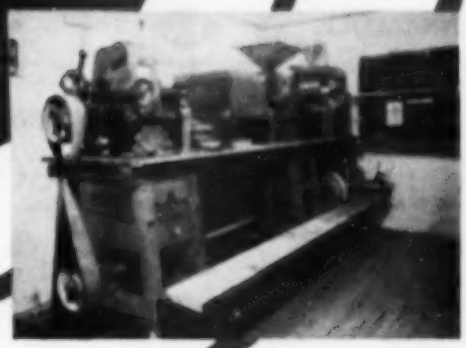
IMPERIAL

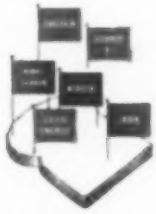
Velvet

FLOURS

OF

TOP QUALITY





YES, there is a ring of protection around the quality of IMPERIAL and VELVET flours . . . a scientific protection represented by these photographs of our complete laboratory facilities. When you bake these flours, you are not conscious of the painstaking care with which their quality is guarded, but you readily see the results of this extra control in the fine baking performance and tasty, appealing loaves.

"Grass Roots" wheat selection is our system for picking the best wheats right on the farm. Here in the heart of the wheat belt, our country station buyers survey neighboring farm fields each harvest and we buy only wheat we know the best is grown.

WALNUT CREEK MILLING COMPANY

GREAT BEND, KANSAS

Quality Millers for More Than 70 Years • THURMAN H. SHERWOOD, *Vice President & Gen. Mgr.*

Cable Address "RAYBAR"

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Export and Domestic Forwarders

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Marathon Girls Stage 'End Label Revue'

END LABEL REVUE—To celebrate the Marathon Corp.'s 10th anniversary of bread package and end label manufacture, Marathon girls staged an "End Label Style Revue" recently. Some of the costumes are shown above. Left to right, Eleanor Monnen and Joyce Meidam portraying Sweetheart label (Ray Mor Baking Co., Salisbury, Md.); Pat Koffer in harem girl costume using Ward Baking Co.'s Tip Top labels; Eleanor Heider as Freihofer Old Fashioned girl (Freihofer Baking Co., Troy, N.Y.), the costume that took first place in this category; Joyce Wicklund in costume illustrating Betsy Ross label; Marilyn Grode as Miss Sunbeam (Quality Bakers of America Cooperative, Inc.), and Joan Van Rooy, in Indian costume using Disney Hiawatha and Carpenter's (Milwaukee) Half Rye labels.

To celebrate the Marathon Corp.'s 10th anniversary of bread package and end label manufacture, Marathon girls staged an "End Label Style Revue" for the Marathon Foremen's Club dinner recently.

Costumes designed and made by the 20 young ladies themselves featured the labels and tapes. Included were dresses, purses, hats, swim suits and other items of apparel and accessories. Prizes were awarded in four divisions.

Hundreds of different labels were available for the girls in composing their costumes which ranged from 2-piece bathing suits to an Indian costume, complete with papoose. The base for the costume included paper or plastic material and cheese cloth. The labels were heat-sealed, sewn or stapled on, and could be left in strips or cut to desired size. The four categories into which the contest was divided were dresses and sportswear, millinery, three-piece accessory ensembles and costumes. Professional photographers, an advertising art director and a women's apparel buyer from a department store, acted as judges.

A Baltimore baker's red and white label made a smart strapless formal; a Milwaukee baker's polka dot design fashioned an attractive swim suit; a Michigan baker's labels were used for a purse made in bread loaf shape; the brim of a hat was decorated with a bakery chain's Thanksgiving label, while an umbrella was made of a New York firm's end labels. A costume depicting the Betsy Ross appearing on several western bakeries' labels was another novel costume modeled, and end labels served as necklaces, earrings and corsages. Success of this initial revue has prompted sales promotion and advertising executives to start plans to make it an annual event, company officials said.

BREAD IS THE STAFF OF LIFE

ELECTION POSTPONED

BUFFALO—The annual election of officers of the Polish Master Bakers Association of Buffalo, scheduled for the December meeting, was postponed until January.

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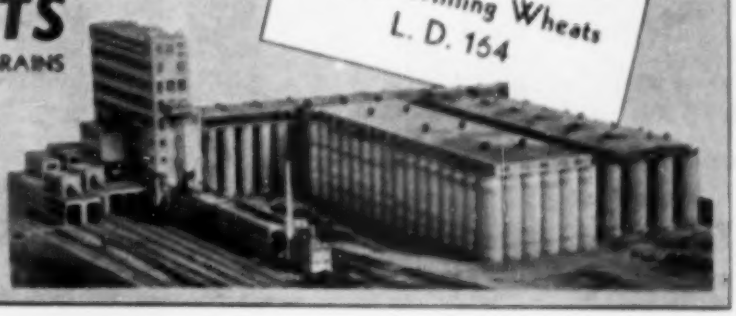

E. P. Cline

(Continued from page 11)

does. In any case, our salesman knows the route, he has met the customers, and he knows pretty well how to get the bread in the store and get most of his money.

We know some of our top-brass friends are going to say, "That ain't the way we do it," and we can only say that for nigh on to 30 years large groups and small operators, here, there and yonder, have come under our observation, and more the pity, under our personal management, and we are not, never have been, proud of the industry's sales training program. In the past 25 years we have hired a battalion of sales people—some good, some bad—leaving out the war years during which time we, along with all others, hired any individual whose pulse indicated life. We think we have been reasonably lucky.

What are the rules and guides that should be followed in the employment of bakery sales personnel? Well, there are the usual fundamentals—honesty, sobriety, good manners, personal appearance—these are essential. Sometimes the tall, skinny boy with the Andy Gump chin will become the top salesman simply by willingness to work hard and aggressively for a spot in the high brackets, while the collar-ed type with the college manner and engaging personality is well liked, but gets shoved around and choked out of the picture by less pretty, but more vigorous competitors.

Proper Instruction Prevented

We feel the industry's great problem in sales development and training is due to our present supervisory system. Supervisors who must do most of the sales training have become, in most organizations, just glorified extra men—their time being consumed principally in keeping a daily distribution system in its proper function, with deaths, births, illness, vacations and personnel changes constantly interrupting and preventing proper sales instruction and training. The weaknesses of such a supervisory system are too many to outline here. We can point out that there is very little time for sales instruction, and another important and odious result is the rare possibility of making sales personnel changes where it is indicated as necessary.

Let's call our dubious salesman, Joe Doakes, again. His sales are drooping, he has no interest in his work; late every morning, he needs to be checked over a bit. He is playing slot machines—he likes a few beers as he goes along, too. Sales in two or three excellent accounts have fallen rapidly—he owes them all money. Let's fire him! When? Can't do it this week—supervisor is tied up on a route; can't do it next week—cutting in a new route that will require two supervisors and a new salesman. When can we do it? Heavens knows, but he has to go.

Are we wrong about this? Check in your own group and see how many times in the past year badly needed action has been deferred for similar reasons, and with grim results.

Should Know Answer

What is the answer? Frankly, we should know. Thirty or more years of seeing and understanding, winking at and overlooking these simple facts stand as an indictment against us, along with most of you.

Sometime soon our younger sales managers will rise up and rebel against plans and routine that have been the order of the day since we

(Continued on page 13)

COTTON BAGS MAKE THIS

Triple Play Every Day!

SAVINGS • TO MILLS

ECONOMY • TO BAKERIES

GOOD WILL • TO HOUSEWIVES

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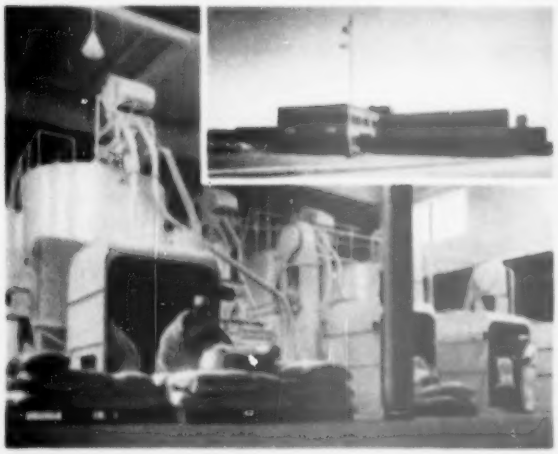

Courtesy of Helms' Bakeries, Montebello, Calif.

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—NORTH DAKOTA

"Your interest in the featuring of one-trip (cotton) bags for the use of bakers is to be commended."
—MASSACHUSETTS

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—VERMONT

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CONVENTION CALENDAR

Jan. 10—Southern Illinois Millers Assn.; Missouri Athletic Club, St. Louis, Mo.; sec.-treas., J. L. Grigg, Municipal Bldg., Sparta, Ill.

Jan. 13—National Soft Wheat Millers Assn., Brown Hotel, Louisville, Ky.; sec., Paul M. Marshall, 500 W. Jackson Blvd., Chicago 6.

Jan. 15-17—Ohio Bakers Assn.; Hollenden Hotel, Cleveland; sec., Roy Ferguson, Seneca Hotel, Columbus, Ohio.

Jan. 15-17—New Mexico Grain & Feed Dealers Assn., Hilton Hotel, Albuquerque; sec., Horace Heaing, 202½ W. Central Ave., Albuquerque.

Jan. 18-20 — National Macaroni Manufacturers Assn., Hotel Flamingo, Miami Beach, Fla.; sec.-treas., M. J. Donna, Braidwood, Ill.

Jan. 22-24—Indiana Grain & Feed Dealers Assn., Inc.; Hotel Claypool, Indianapolis; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis.

Jan. 22-24 — Pennsylvania Bakers Assn., Benjamin Franklin Hotel, Philadelphia, Pa.; sec., Theodore Staab, 5700 No. Broad St., Philadelphia.

Jan. 29-31—Potomac States Bakers Assn., Lord Baltimore (Md.) Hotel; sec., Emmet Gary, 16 McClellan Place, Baltimore.

Feb. 8—Mutual Millers and Feed Dealers Assn.; Hotel Statler, Buffalo; sec.-treas., Gustavus A. Bentley, Jamestown, N.Y.

Feb. 26-28—Colorado Grain, Milling & Feed Dealers Assn., convention at the Shirley-Savoy Hotel, Denver, Colo.; executive secretary, Lloyd N. Case, 225 Kittredge Bldg., Denver.

March 6-9—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago; sec., Victor E. Marx, Rm. 1354, La Salle Wacker Bldg., 121 West Wacker Drive, Chicago 1.

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1528 Mulberry, Waterloo, Iowa.

April 12-14 — Southern Bakers Assn., Venoy Park Hotel, St. Petersburg, Fla.; sec., E. F. Cline, 703 Henry Grady Bldg., Atlanta 3.

April 14-15—Oklahoma Grain & Feed Dealers Assn., Skirvin Hotel, Oklahoma City.; sec.-treas., E. R. Humphrey, 602-04 First National Bank Bldg., Enid.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19: South Dakota Bakers Assn., Carpenter Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-Sate Milling Co., Rapid City, S.D.

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Stromnes, Blue Anchor Bldg., 1400 10th St., Sacramento 14.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Elm, Lincoln.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 1-5—Association of Operative Millers, Hotel Jefferson, St. Louis, Mo.; sec., Donald S. Eber, 630 Board of Trade Bldg., Kansas City 6.

May 2-3—Panhandle Grain & Feed Dealers Assn., Herring Hotel, Amarillo, Texas; sec., Joe S. Morris, P.O. Box 396, Amarillo.

May 5-6 — Kansas Grain, Feed & Seed Dealers Assn., Hotel Kansas, Topeka, Kansas; sec., O. E. Case, 823 Wiley Bldg., Hutchinson.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 7-9—National Association of Flour Distributors, Hotel Statler, Boston; sec.-treas., Wayne G. Martin, Jr., The Northwestern Miller, 23 Beaver St., New York 4.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chi-

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May 20-22 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. K. L. Kilgore, Albuquerque, N.M.

May 22-25—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

June 4-6 — Rocky Mountain Bakers Assn., Albany Hotel, Denver, Colo.; sec., T. W. Kunde, P. O. Box 5326 TA, Denver 17.

June 4-8—National Association of Retail Grocers; Navy Pier, Chicago; sec.-manager, R. M. Kiefer, 360 N. Michigan Ave., Chicago 1.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 11-13—Indiana Grain & Feed Dealers Assn., Inc., French Lick Springs Hotel, French Lick, Ind.; sec., Fred K. Sale, 000 Board of Trade Bldg., Indianapolis 4.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Rd., Chicago 13.

June 16—Pacific Northwest Grain Dealers Assn., Multnomah Hotel, Portland, Ore.; sec., Pete Stallcop, 647 Peyton Bldg., Spokane 8, Wash.

June 25-28—New England Bakers Assn.; Preston Hotel, Swampscott, Mass.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore.

June 29-July 1—Grocery Manufacturers of America, Inc.; The Greenbrier, West Sulphur Springs, W. Va.; sec., Talbot O. Freeman, 205 E. 42nd St., New York 17.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 705 Henry Grady Bldg., Atlanta 3.

Sept. 24-25—Grain and Feed Dealers National Assn. and Missouri Grain, Feed & Millers Assn., joint convention, Kansas City (Mo.) Municipal Auditorium; headquarters, Grain & Feed Dealers National Assn., Hotel Muehlebach; sec., Don F. Clark, 100 Merchants Exchange Bldg., St. Louis 2; headquarters, Missouri Grain, Feed & Millers Assn., Hotel President; sec., D. A. Meimershagen, Higginsville, Mo.

Oct. 6-7—Pennsylvania Millers & Feed Dealers Assn.; Hotel Brunswick, Lancaster; sec., Jess F. Hampton, 28 E. Orange St., Lancaster.

—BREAD IS THE STAFF OF LIFE—

BROOKINGS INSTITUTION LAUNCHES MARKET STUDY

WASHINGTON — An economic study of the operation of organized futures markets and their part in the marketing and distribution of agricultural commodities has been undertaken by the Brookings Institution, it is announced by the institution and the U.S. Department of Agriculture.

This research is being financed jointly by the Merrill Foundation for the Advancement of Financial Knowledge, Inc., and the U.S. Department of Agriculture, under provisions of the Research and Marketing Act of 1946. The work is expected to take three years. It will be directed by Harold B. Rowe of Brookings Institution.

The project was undertaken in response to requests, both within the government and among farm and trade groups, for an appraisal of organized futures trading in the marketing of agricultural products, USDA said. The study will consider the influence of futures trading upon market agencies as well as the part that futures markets perform in determining prices.

The study will attempt to clarify interrelationships between private trading in commodity futures and public programs.

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Bankers: Twentsche Bank, Amsterdam Reference: Guarantee Trust, New York

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E. P. Cline

(Continued from page 63)

turned our horses out to pasture. They will insist on a proper educational program in which an apprentice salesman will be taught the difference between a loaf of bread and a bale of hay. He will have a complete understanding of his company's policy; be indoctrinated in at least the simple methods of a proper presentation of his products; be taught to merchandise the complete line and how to keep in touch with new business possibilities; understand that every time he poses a nonsalesman he admits he is just a huckster and delivery man.

In our humble opinion our industry has no greater problem today than that of overcoming these deficiencies in sales training. Are we really developing salesmen, or are we still peddlers? As we entitled on our performance and progress to be driving modern equipment, or should we harness up old Dobbin and be ourselves again?

Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Address WISCONSIN

SOUTHWEST BAKERS ASSN. PLANS 1950 CONVENTION

AMARILLO, TEXAS—The 1950 convention of the Southwest Bakers Assn. will be held May 20-23 at the Herring Hotel here. This was decided at a recent meeting here of the board of governors of the association, according to an announcement by C. R. Rowley, Rowley Baking Co., Santa Fe, N.M., president of the group.

Neal Mann, Mann Baking Co., Amarillo, was named general chairman for the convention with R. T. Howle, General Mills, Inc., Amarillo, to serve as co-chairman and program chairman. Chairman of the entertainment committee will be Charles Newman, Holsum Baking Co., Amarillo. Registration and reservation chairman elected was Odie Carr, Mead Baking Co., Amarillo, and N. H. Cobb, Cobb's Bakery, Amarillo, was named chairman of the greeters' committee. Mrs. R. T. Howle was appointed chairman of the ladies' committee.

J. R. L. Kilgore, Kilgore Sales Co., Albuquerque, N.M., is secretary-treasurer of the association.

GRAHAM CRACKER ORIGINATOR HAS 90th BIRTHDAY

BUFFALO—The originator of the graham cracker and several other varieties of crackers and cakes, Charles M. Dake, Sr., observed his 90th birthday in his home here last month. Mr. Dake, who was engaged in the baking industry with several leading companies for 39 years, retired from the trade 19 years ago. He won a national reputation as the man who developed the graham cracker.

Bakery Goods From Miami Flown to Brazil

A genuine taste of back-home cooking is being given American travelers in far-off Belem, Brazil.

Bread, cakes and pastries from the Fiacha Baking Co., Miami, are now being served at the Hotel Grande, one of Pan American World Airways' chain of guest houses in Latin America.

Clippers fly two freshly baked shipments a week from Miami to Belem, 2,883 miles away.

It seems that the Hotel Grande baker had not been altogether pleased with the results he was getting with Brazilian flour. Since U.S. flour cannot be shipped into Brazil, PAA solved the dilemma by flying in the finished product.

NEW PRETZEL PLANT

BLUFFTON, IND.—The Pretzel Ritz Corp. has opened a new plant here with a daily production of capacity of 15,000 lb. C. S. Budge Mead, president of the firm, said the new plant features several new manufacturing processes.

Better Bread begins
.....with Hako-Short!

MEMBER

HACHMEISTER-INC. PITTSBURGH, PENNSYLVANIA

An EXTRA HOUR OF DOUGH STABILITY with WISDOM FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

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HUBBARD MILLING COMPANY

MANKATO, MINN.

HUBBARD'S ALMANACK

THE FOLLOWING STATEMENT APPEARED IN GRIST, HUBBARD TRADE MAGAZINE, IN MARCH, 1917

" 'Twas truly quoted –

"The memory of good quality lingers long after the price is forgotten."

A TRUE STATEMENT IN 1917—STILL TRUE IN 1950

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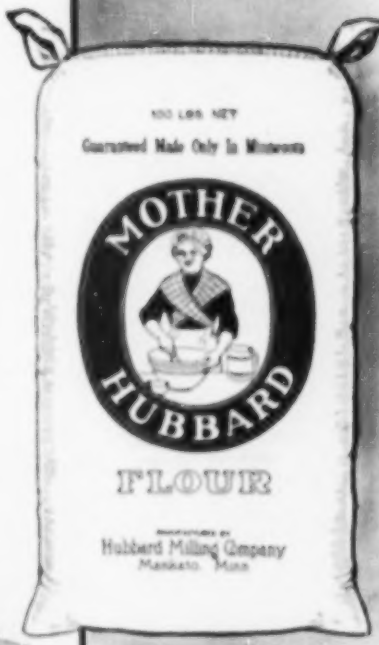
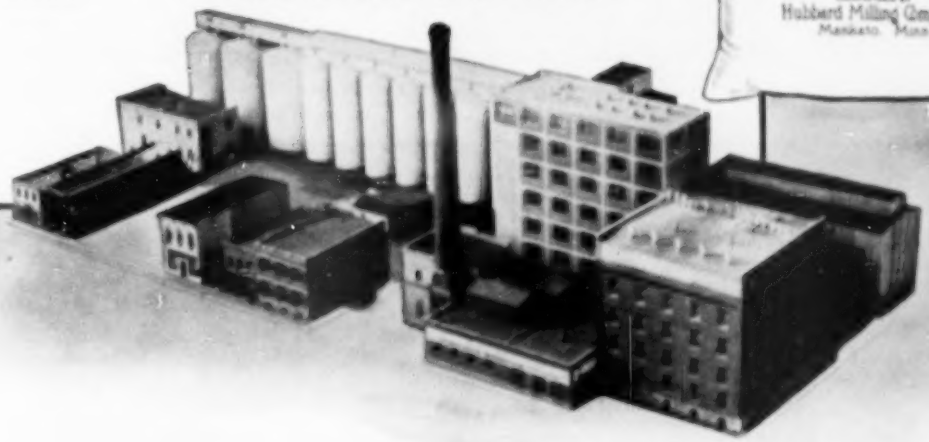
HUBBARD

"A Name Synonymous with Quality"

MOTHER HUBBARD **HUBBARD'S SPECIAL**
SPRING MAIDE **UNIVERSITY** **SUPERLATIVE**
ATHLETE **KING HUBBARD** **(High Protein)**





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Kansas Farm Wheat Storage Given Attention in Association Program

KANSAS CITY—Efforts to improve farm wheat storage conditions were one of the major activities of the Kansas Wheat Improvement Assn. during the past year, the annual report of the organization points out. The 1949 summary of association work, issued recently, reveals that the association created and distributed 5,000 posters on proper farm storage and fumigation, sponsored eight radio programs and distributed spot announcements to 47 stations, as part of this educational campaign. In the same drive, the Kansas wheat organization through elevator operators sent 32,000 weevil control circulars to farmers and prepared for 400 Kansas weeklies a series of four informative articles on storage problems, as well as special articles in Kansas City Weekly Star, Kansas Farmer and in the association's own publications.

A special picture story on proper farm storage was made available for exhibits at country elevator meetings and county fairs and special informative bulletins were prepared for PMA field men.

The storage education campaign, need for which was made imperative by the government loan program, was one of several phases of the association's work during the year which are reviewed in the annual report.

The association's wheat variety work continued to show progress. The new wheats — Pawnee, Comanche, Wichita and Triumph — increased from 63.4% of the acreage in 1948 to 72.5% in 1949. In the five years from 1944 these new varieties increased from 3.4% of Kansas acreage to 72.5%, an example of today's rapid pace of change.

The highest May and June rainfall ever recorded in Kansas fell in 1949, the annual report of the association points out. This meant for one year a shift from a dry-land area to a wet-land area and this gave a temporary interruption to the trend of variety changes, the report said.

The seed cleaning and treating program continued to grow during 1949. Portable seed cleaning units increased from 63 to 83 and the number of stationary units in seed houses and elevators increased to approximately 109.

The association points out that for every dollar invested annually in wheat research work farmers of the state received a return of $709. Increased yields of three new wheat varieties brought $30,000,000 to Kansas growers during the past year, it was estimated. The association has endeavored to focus attention of Kansas farmers and grain men on the benefits of such research and feted plant scientists at Kansas State College during the year in recognition of their splendid achievements.

Another innovation during the year was the publication of the "Kernel Wheat Speaks" as a house organ for the association. It is mailed to 8,000 wheat growers and carries a "better wheat" message to these farms.

Jess B. Smith of Kansas City is president of the Kansas Wheat Improvement Assn., and Cliff E. Skiver of Manhattan, Kansas, is director.

MNF COMMITTEE NAMED TO MAKE NOMINATIONS

CHICAGO—John L. Locke, Fisher Flouring Mills Co., Seattle, president of the Millers National Federation, has appointed Mark N. Mennel, Mennel Milling Co., Toledo, chairman of a committee to select one or more candidates for president of the federation. Others on the committee include: Fred M. Atkinson, Atkinson Milling Co., Minneapolis; W. P. Bomar, Bewley Mills, Fort Worth; Edward O. Boyer, General Mills, Inc., San Francisco; R. S. Dickinson, Nebraska Consolidated Mills Co., Omaha, and Ellis D. English, Commander-Larabee Milling Co., Minneapolis.

ROBERT W. GRIGGS NAMED BY STANDARD BRANDS, INC.

NEW YORK—Joel S. Mitchell, president of Standard Brands, Inc., has announced the appointment of Robert W. Griggs as director of industrial relations. Mr. Griggs, who has been with the organization since 1919, was formerly manager of the employee relations department and, prior to that, advertising manager. During the course of his career he has also held various positions in the sales divisions of Standard Brands, both in Philadelphia and in the company's headquarters office in New York.

Baked Goods Prices Defended by National Biscuit President

WASHINGTON—Farmers receive the largest share of the increased costs of baked goods produced by the National Biscuit Co., George H. Coppers, NBC president, New York, testified as he appeared Dec. 14 before the Senate subcommittee investigating processors' profits.

Sen. Guy Gillette (D., Iowa) is chairman of the group. Mr. Coppers was the final witness from the baking industry scheduled to appear before the subcommittee. Previously the baking industry was represented by N. J. Farnan, General Baking Co., New York, and Alexander M. Grean, Jr., Ward Baking Co., New York.

The hearing was adjourned in mid-December and no further activity on the part of the subcommittee is expected until after the Congress reconvenes.

Mr. Coppers in a forthright statement pre-empted the committee stage and left little room for questioning by either the Iowa senator or his counsel, Paul Hadlick.

Mr. Coppers keyed his statement to the committee on the basis of the distribution of costs of NBC products. He submitted figures to show that, while the prices of his company's products had advanced only approximately 58% since 1939, other costs had advanced as much as 180%. Freight costs only had moved up the 58%, the precise amount of the increase in his company's prices.

Prices of end products produced by NBC never reflect the top prices of ingredients such as wheat, he declared, nor do they ever represent the lows for these commodities.

A Course in Economics

In short, Mr. Coppers gave the Iowa senator and his counsel a brief but unrefuted short course in business economics. His testimony provoked the most favorable reaction from observers, who declared that he was the best advocate of the baking industry that had appeared before the Senate subcommittee.

The committee counsel, Mr. Hadlick, opened up cross-examination on the basis of the Federal Trade Commission report that NBC controlled approximately 46% of the cracker industry. At this point Mr. Coppers brought in aid from George A. Mitchell, NBC vice president, who pointed out to the committee counsel that this survey of FTC was incorrect in a major respect. Mr. Mitchell declared that NBC's share of the total baking business was approximately 6%. The FTC survey erred in that it failed to note that many of the NBC competitors had sold out their capital investments in plants and equipment and were carrying them on a rental basis which gave a distorted statistical picture as presented by FTC.

The usual committee attack on earnings on invested capital met with a reproach from Mr. Coppers, who asserted that this was not a fair or proper basis of judgment. Mr. Coppers outlined the plant modernization and expansion plans of his company which included the overall expenditure of approximately $85 million, as compared with its total assets in 1944 of $105 million. To accomplish this program NBC was drawing on accumulated reserves plus drafts on current earnings, he said.

Stockholders' Share Less

This expansion and modernization plan was made possible by sacrifices on the part of stockholders who had received in the form of dividends far less than has been paid out by the company to farmers and labor.

NBC, according to Mr. Coppers, contemplates additions to its present plants, new facilities in Portland, Ore., as well as the new plant just completed in Houston, Texas. This policy indicated that NBC would continue to be a preferred customer for farm products, Mr. Coppers noted.

FIVE NOMINATED FOR INDIANAPOLIS BOARD

Nominations of five members for five vacancies on the board of directors of the Indianapolis Board of Trade, Inc., were announced Dec. 23.

They are Fermor S. Cannon, president of the Railroadmen's Federal Savings & Loan Assn.; E. B. Raub, board chairman of the Indianapolis Life Insurance Co.; E. F. Winslow, Winslow Grain Co.; E. K. Sheppard, manager, Cleveland Grain Co., and L. H. Earl, secretary-treasurer of the Standard Elevator Co. The nominees are to be voted on formally Jan. 26 by the shareholders.

UPSWING SEEN IN 1950

CHICAGO—"The year 1949 has not been a very profitable year for the pie business, but if the slight upswing that has been in evidence the past 60 days continues into 1950 next year should be a little better," George Harriss, president of Sunkist Pie Co., said in a year-end review and forecast statement. Mr. Harriss said he does not look for lower production costs in 1950 because any possible reductions in the cost of ingredients and materials will have already been offset by rising labor costs, especially in unionized bakeries, which make up the major portion of the pie baking business.

SALES CONFERENCE—Above is a view of the large number of bakery sales managers and plant owners who attended the 1949 sales managers conference sponsored by the W. E. Long Co. in Chicago Dec. 5-7. Pictured at the small table in the foreground, left to right, are J. A. Smith, merchandising director; W. E. Long, chairman of the board, and William Goodman, advertising director, all of the W. E. Long Co. "Aggressive merchandising always requires courage and determination," W. E. Long told the group.

Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.

Eagle ROLLER MILL COMPANY

Since 1856 NEW ULM, MINNESOTA

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—The current monthly review of the Bank of Nova Scotia, while pointing out that 1949 was a year of unusual prosperity for most parts of Canada, states that the business outlook for 1950 is a mixed one. The new year will probably be one of increasing difficulty for overseas exports even if the countries concerned make substantial progress in enlarging their sales to Canada and the U.S. It is likely that capital investment and reequipment in the manufacturing industries and in agriculture will be at a somewhat lower level than 1949. On the other hand, there is good reason to expect the continuance for some time of a high level of capital investment in connection with resources development, housing, public utilities, roads, health, education and other municipal services, the report said.

In regard to exports the outlook for overseas sales offers little comfort for the new year, the review continues. ECA outlays are being gradually reduced and the sterling area cannot contemplate further reduction in its depleted exchange reserves. Devaluation and renewed efforts to expand exports to this continent may well lead to gradual increase on dollar earnings but the dollar gap is very large and it would be unrealistic to look for anything but a difficult and discouraging year in Canada's overseas trade, it is pointed out.

The most encouraging aspect of Canadian trade, notes the review, has been the maintenance of exports to the U.S., close to the previous year's peak despite the downward movement in U.S. business during the first half of 1949. With the strengthening in business conditions across the border during the past few months and with the moderate devaluation of the Canadian dollar the current outlook is somewhat better, it is reported.

COST-OF-LIVING INDEX AT PEAK

The year 1949 will go down as the year the cost-of-living index hit its peak in Canada. The living cost graph which shot upward alarmingly in 1947 and continued a steady increase in 1948 moved in 1949 not with jags but jiggles. During the year it fluctuated only 3.2 points. This compared with 11.3 points in 1948 and 21.3 points in 1947. The index for Nov. 1, the latest date for which figures are available, was 161.7, only 2.1 points higher than last Jan. 1.

Canadians have some foundation for hope that the index will continue to hold the line, if not decrease.

One reason the index is so high is that food plays the most important role in the cost of living. The bureau of statistics, in compiling the combined index, gives food the weight of 31, or 31% of the combined index. The food index in 1949 rose 1.1 points since last Jan. 1, to 203.3. This means food costs just a little more than twice what it cost in 1935-39.

FINE LEVIED FOR STORAGE ON GROUND

The Searle Grain Co., Red Deer, Alta., was recently fined $18 and costs for storing wheat on the ground. The wheat was stored on tarpaper with a fence around it. The Searle Grain Co. said it had no knowledge whatever that it was breaking any regulation of the Board of Grain Commissioners, as the storing of wheat on the ground by farmers and elevator companies in Canada and the U.S. is a practice as old as grain handling and is quite frequently done in times of heavy haulings where elevator space is filled. The Searle Grain Co. contended that not the slightest harm was done in giving this service to farmers, inasmuch as wheat does not deteriorate when properly stored on the ground and even though the grain had deteriorated, neither farmers nor the wheat board would suffer inasmuch as the company's contract required delivery to the board of exactly the grade and quantity for which the farmers were paid. Therefore, had any loss occurred it would have been the company alone that would have suffered.

DRIVE FOR VARIETY MARKET SEEN

Canada's food industry, faced with declining U.K. markets, may launch a determined drive for the rich fancy variety market in its own country. Canada poured out almost $300 million for foreign varieties of foods in the first 10 months of 1949. Canadian cheese producers have concentrated on Cheddar wanted by the U.K. and hog producers slaughtered hogs while comparatively lean to provide high-quality Wiltshire sidings for Britain. Canadian housewives, meanwhile, sought variety by alternating Canadian cheese with $900,000 worth of Danish cheese. They also bought some $500,000 worth of imported fat pork. Cattle ranches in Alberta produced plenty of beef in 1949 but little of it was in cans so Canadians spent $2 million for canned beef from Argentina. Now that the U.K. market appears to be declining, many government food experts believe the Canadian industry will start concentrating more and more in 1950 on that $300 million domestic market that slipped through its fingers last year.

BACON SUPPORT PRICE

OTTAWA—J. G. Gardiner, Canadian minister of agriculture, has announced a bacon support price, effective Jan. 2, of $32.50 cwt. grade A Wiltshire sides at seaboard, until the meat board has purchased the amount to be delivered to Britain under a firm price. This means a price of $25.70 cwt., dressed weight at Toronto, compared with the previous price of $28.50. About 60 million pounds of bacon are believed involved.

NOVEMBER WHEAT, FLOUR EXPORTS 26,400,000 BU.

WINNIPEG — November export clearances of Canadian wheat and wheat flour to all destinations totaled almost 26,400,000 bu., boosting the total for the first four months of the current crop year to more than 90,000,000 bu. The totals included 3,600,000 and 14,984,000 bu., respectively, in the form of flour, according to the statistics branch of the Board of Grain Commissioners for Canada.

The November wheat export only went to 18 destinations, with 14,000,000 bu. cleared to the U.K., 1,831,000 bu. to Belgium, 1,728,000 bu. to Switzerland and 1,562,000 bu. (for milling in bond) to the U.S.

Canadian flour for the month was exported to 46 different destinations, with the U.K. taking 1,610,000 bu. in terms of wheat—the largest individual total. The second largest total was equivalent to 622,000 bu. of wheat and cleared to the Philippine Islands. 259,000 bu. went to Hong Kong, and 248,000 bu. in the form of flour to Venezuela.

Export clearances of oats, barley, flax and rye for the month totaled as follows: oats, 2,725,000 bu.; barley, 2,287,000 bu.; rye, 5,169,000 bu., and flaxseed, 1,593,000 bu. Practically all of the oats, barley and rye went to the U.S. Belgium was the biggest buyer of flaxseed.

Exports of rolled oats and oatmeal were small during November and were equivalent to only 118,800 bu. of oats. The U.K. was the destination for 44,000 bu. and Hong Kong, 37,500 bu.

MAPLE LEAF OFFICE

VANCOUVER—Maple Leaf Milling Co., Ltd., has moved into new offices with warehouse space at 1265 Powell St. here. The local office is in charge of R. T. Osborne.

SHIFT IN EXPORTS FROM WHEAT TO BACON PROPOSED

OTTAWA—In a speech before the opening session of the 10th annual Dominion-provincial agricultural conference here Dec. 12-15, J. G. Gardiner, minister of agriculture, said the Canadian farmer has some reason for being concerned about the future. Fear of the future is based on two points, said Mr. Gardiner. One is that the Canadian farmer no longer can depend on a free market in the U.K., and the other is that world markets may be closed to Canada if the U.S. continues to declare farm products surplus under Marshall Plan aid.

Informed in effect by Mr. Gardiner that the only real hope of bacon exports to Britain lies in the possibility of a shift from wheat, delegates tussled with the problem of how to produce wheat, livestock and dairy products to meet the drastically changed export picture. W. Watson, Ontario livestock commissioner, supported the shift from wheat to bacon. Bacon will depend primarily on the question of whether dollars are to be diverted from the purchase of wheat to the purchase of bacon, it was said. Delegates from the western provinces were reluctant to accept the suggestion of any cut in Canadian wheat acreage, at least until the U.S. had given assurance that its acreage would also be cut.

Norris Dodd, director-general of the United Nations Food and Agriculture Organization, said it was ironic that, while Canada was bulging with food supplies searching for markets, there were many parts of the world deep in starvation with no money to buy that food.

Sir Andrew Jones, head of the British food mission in Canada, assured that there had been no "high-sticking" on the part of the British with regard to the food contract. He said they wanted the Canadian food as soon as they could pay for it and that free trade with Canada would be resumed as soon as currency difficulties were eliminated.

Speaking before the closing session of the conference, Mr. Gardiner said the freight rate subsidy on movement of western feed grain to eastern Canada would be continued next year. He advised western farmers that they cut down their wheat acreage next year and get into the coarse grains.

H. H. Hannam, president of the Canadian Federation of Agriculture, said the end of the boom appears in sight and that Canadian farmers face a worse market outlook at this time than do the farmers of any agricultural country. He called on Canadians to be generous in applying price support to agricultural commodities.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—British government officials boast that they have devised the most efficient currency control system in the world, with the result that Britain has now become one of the few countries where the manipulation of currency is difficult and indeed dangerous. Though the officials are to be congratulated on their tight tying of red tape, a term used by Britishers to denote controls, there are rumors in financial circles of big time operators who still manage to evade the stringent controls to the benefit of their own personal pockets and though some cases do reach the criminal courts, resulting in fines equivalent to many thousands of dollars, illicit deals are frequent.

The man who suffers from strict currency control is the legitimate trader who in the days before the war was the backbone of Britain's entrepot grain trade. The government's policy, although it may be a necessary evil, is slowly killing this lucrative business, which fact is evidenced by official figures recently published.

Traders were shocked to hear that the entrepot trade done during 1949 fell short of that achieved in 1948, and though the actual monetary figure is slightly more than that operative in 1938 prices are now considerably higher, a fact which ought to be reflected in greatly increased returns if the trade was healthy. With the current revival of international trade those figures should increase yearly. That they are not doing so is an indication that Britain is losing her supremacy as the world's trading center.

This loss can be attributed in some degree to the failure of the government to allow the opening of the famous international commodity markets, of which the Liverpool Grain Futures Market can be cited as an example. Entrepot trade is moving away from Britain to such free ports as Rotterdam in The Netherlands and Genoa in Italy. The trade has gone to places where cheap currency is readily available. It is not too late, observers stress, for Britain to regain her rightful place in this mar-

ket and while it is a sorry matter when governments boast of their success in stopping people from doing things vital to the country's well-being, there ought to be an immediate relaxation of restrictions in order to benefit Britain, British traders and their prewar customers.

DOLLAR POLICY DEFINED

A statement of policy in connection with Britain's food and feed purchases abroad was recently made by Sir Stafford Cripps, chancellor of the exchequer, in answer to a question in the House of Commons. A member asked what was the practice of the government in the choice of sources of supply as between dollar countries. Sir Stafford stated, "We naturally make our dollars go as far as we can, by buying on the most favorable possible terms. As between sources which cost us dollars, we buy entirely according to commercial considerations, taking into account price, quality, continuity of supply, reliability of suppliers, delivery conditions and so on. It is because we want to make our dollars go as far as we can that we are now inviting suppliers in the various dollar countries, where needed supplies are available, to bid competitively for our trade. This applies to most of our dollar imports except, of course, such items as wheat which are covered for some months ahead by existing contracts. Our policy in this matter is of course in conformity with the principles of the Havana Charter for the International Trade Organization and the General Agreement on Tariffs and Trade."

FRITALUX UNION

The Benelux countries have already hit some obstacles in their plan to increase their sphere of influence by the admittance of France and Italy into their economic union under the title of Fritalux. The history of Benelux has not been as smooth as its sponsors expected. The deadline for bringing Benelux into full operation was set for July 1, 1949, and it was intended that by Jan. 1, 1950, mutual trade would be freed, monetary policies would be coordinated and currencies would be mutually convertible. The two countries have not yet been able to agree on the freedom of trade because payments are way out of balance.

The same obstacle will be met in a greater degree when the question of Italy and France is examined further.

Between the two unions stands Germany, the enigma of Europe. It is there that the answer to European prosperity lies. It does not be in any policy to disassociate the continent from the U.S. and Canada.

TECHNICIANS TO MEET

The next meeting of the Finnish Milling Technicians Assn. is to be held at Oslo, Norway, in 1950 in conjunction with similar organizations in Norway, Sweden and Denmark. British millers and technicians are to be invited to attend. These meetings provide a useful forum for the discussion of matters of common interest to millers and have been described as invaluable to the European flour milling industry generally.

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The WESTERN STAR MILL CO.
SALINA, KANSAS

January Wheat Prices to Hold Steady, Kansas Agricultural Economists Say

MANHATTAN, KANSAS—Steady wheat prices are expected during January by the department of agricultural economics, Kansas Agricultural Experiment Station. The department, in its monthly forecast of farm commodity prices, said that supplies available for cash marketings appear to be about equal to demand at current prices.

Some additional tax selling may occur during January, the forecast stated, but additional volume from this source is not expected to depress the market. Farmers are not expected to market wheat in volume unless prices are at or above loan levels.

In commenting on the outlook for wheat prices, the department's forecast stated:

"A recent report of the U.S. Department of Agriculture indicates that planted acreage of winter wheat for the 1950 crop is about 85% of last year's planting. A winter wheat crop of 885 million bushels is forecast, based upon estimated plantings, probable abandonment, and condition of the crop as of Dec. 1. The production of winter wheat in 1949 was estimated at 902 million bushels. Despite acreage reductions, a 1950 winter wheat crop as large as that of 1949 is possible with favorable growing conditions."

Prices of corn and oats are expected by the economists to remain steady during January. Recent official estimates indicate a slightly larger feed grain production in 1949 than was previously estimated. Although the increase in the estimate was small, it may tend to weaken prices.

Although a large carryover at the end of this crop year is expected, large quantities will probably not be available throughout the year at less than current prices. The loan program and increased livestock feeding are expected to largely offset the bearish factors during January, although the underlying trend of prices appears to be downward following the current feeding season.

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MINNEAPOLIS, MINNESOTA

BAKERS' EMBLEM—The emblem of membership for the 1950-51 Bakers of America Program subscribers (above) has been released by the headquarters staff of the program. A red, white, and blue design, it has been registered with the U.S. Patent Office for copyright for immediate protection even prior to formal committee approval. All Bakers of America Program subscribers will be eligible to use this colorful emblem and display it. It will identify subscribers as members of a "Public Service Council," and holders of the "Seal of Assurance." It is expected that the Bakers of America planning committee will henceforth function as the "Public Service Council." Steps will be taken to familiarize the consumer, grocer and restaurant fields and other influencing groups with significance of the emblem, according to a program spokesman. Program subscribers will be advised soon of the many possible uses for the emblem. Already suggestions including use on trucks, packages, letterheads and in advertising have been made.

1950 Sugar Quota Announced by USDA at 7,500,000 Short Tons

WASHINGTON—The 1950 domestic sugar consumption quota has been set by the U.S. Department of Agriculture at 7,500,000 short tons, raw value. This compares with the original 1949 quota of 7,250,000 tons, which was revised upward to 7,500,000 tons before the end of the year.

The action came following consideration of testimony presented at a Nov. 30 hearing held by USDA to determine domestic sugar consumption requirements for 1950. At the hearing, representatives of the baking industry and other industrial users of sugar urged establishing the 1950 quota at 8,098,000 tons, while representatives of sugar-producing industries asked for a 1950 quota of 7,200,000. In announcing his decision, Charles F. Brannan, secretary of agriculture, appeared to place considerable emphasis on the price aspects of the sugar situation. The Sugar Act of 1948 incorporated the price relationship between sugar and the cost of living in the base period of 1947.

"Distribution of sugar for all consumption purposes by refiners, processors and importers during the 12 months ending Oct. 31, 1949, amounted to 7,644,000 tons," according to the USDA.

"However, sugar distribution during November, 1949, was below that for the corresponding month a year earlier and the trend of prices in the raw sugar market was downward. Stocks held by refiners, importers, industrial users, wholesalers, and retailers are about the same as they were a year ago, and there is no evidence of efforts on the part of such distributors and users to increase their inventories. Population is expected to be at least 1% larger in 1950 than it was in 1949, but offsetting this is the fact that the trend of incomes of industrial workers and farmers has been downward in the past year. Refined sugar prices remain below the final OPA ceiling price of $8.40 cwt. and 80¢ below the price, as related to the cost of living, established by the Sugar Act of 1948 as one of the considerations in making requirement determinations."

In assigning quota allotments to the various producing areas as required by law, USDA immediately reallotted 300,000 long tons of the share for the Philippines, since it was concluded that this nation will not be able to meet its quota in 1950.

Provisions of Sugar Act

Under the provisions of the Sugar Act of 1948, the Secretary of Agriculture is required in December of each calendar year to announce his official estimate of domestic requirements for the coming year. In making that estimate he is required to take into consideration (1) the quantity of direct consumption sugar distributed in the 12 months ending the previous Oct. 31, (2) condition of inventories of sugar in the U.S., (3) changes in consumption levels as indicated by demand factors and changes in the population, and (4) the relationship between the price of sugar and cost of living since 1947 when price control on sugar ended.

At the November hearing, the domestic sugar producer groups, centering their case on the price features of the Sugar Act of 1948, insisted that the quota be set at a restricted level to produce a price of approximately 8.85¢ lb. and submitted no other material such as increased costs or other price factors, to support their demands.

Spokesmen for the industrial consumers, in appealing for higher quotas, contended that an increased price for sugar such as contemplated in the restrictive supply level of the producer would harm and possibly force out of business many small bakers and bottlers who use sugar.

Speaking for the sugar producers, Robert Shields, general counsel for the American Beet Sugar Assn. asked Lawrence Meyers, USDA sugar branch director, who was presiding over the hearings, to set an annual quota of 7,200,000 tons to maintain price levels required under the Sugar Act of 1948. Other producer witnesses declared that the industrial consumers, led by American Bottlers of Carbonated Beverages, had launched a panic campaign among housewives over sugar shortages which would bring about a sharp price increase in sugar.

Hazards Cited

Stating the case for the industrial users, Gordon Peyton, general counsel for the Association of Cocoa and Chocolate Manufacturers of the U.S., cited the low quota as requested by the producers as "hazardous and subject to uncertainties such as interruptions of shipping, unforeseeable contingencies such as acts of God and strikes at refineries, which would create havoc in the consuming industries."

The current low level of industrial inventories was asserted to be a matter of choice by producer spokesmen and Mr. Meyers challenged John J. Riley, executive secretary of the ABCB, to produce evidence of the inability of members of his group to obtain supplies of sugar. Mr. Meyers declared that he could find no evidence of a shortage of sugar.

Typical of the price-appeal slant of the producers was the statement made by C. J. Bourg, representing both producers and beet and cane sugar interests, who said that the controlling factor in determining the quota should be to "set it low enough to maintain the price relationship which existed between sugar and other commodities in 1947 as required by the sugar act."

Joseph M. Creed, baking industry spokesman, representing the American Bakers Assn. and the Associated Retail Bakers of America, stated to USDA officials that these organizations subscribed completely with the industrial users' statement as presented by Mr. Peyton. He asserted that the baking industry would require 1,300,000 tons of sugar in 1950.

Supporting this estimate of baking industry sugar needs for the coming year, Mr. Creed said that (1) baking industry output would be at least as high as in 1949 due to the continued high rate of national income and the increase of population by 3 million over 1949, (2) increasing use of sugar in bakery formulas will maintain requirements at present levels and (3) inventories of the baking industry are insignificant and cannot be counted as a factor on which to reduce the total amount of sugar which will have to be distributed in 1950.

Morris Stanley

PROMOTED—Morris Stanley, Victor Chemical Works, Chicago, recently was promoted to director of sales for the company. Mr. Stanley joined the company's chemical staff in 1923, later heading the firm's control laboratory and sales service laboratory. He became manager of development sales for Victor in 1937.

Formula Feeding Continues at Wartime Level

WASHINGTON — Formula feeds are holding their own in competition with other types of concentrates fed to milk cows in spite of the large supplies of feed grains available this fall.

This is revealed in the December crop report of the Bureau of Agricultural Economics, which shows the percentage of each type of concentrate in the total dairy ration for a number of years back.

Although the amount of formula feeds being fed this fall is down slightly from last year in relation to the total ration, the level of formula feeding is holding very close to the wartime pattern established in 1943.

Also, as the BAE points out, the percentage of formula feeds being consumed by dairy animals this year shows a larger increase over the 1938-47 average than any other concentrate.

Of the total concentrate ration fed to dairy herds this fall, 25.2% was made up of formula feeds. This compares with 25.7% in 1948 and the 10-year average of 21.9%. From 1938 to 1942 the percentage ranged between 16.5% and 19.7%.

These figures are based on reports received by the BAE from about 6,000 special dairy reporters, principally farmers who sell some milk or cream. The reports cover feeding operations as of Nov. 1.

Corn Feeding Gains

The most significant change from a year earlier in percentage of feeds used occurred in corn. Rations fed Nov. 1, 1949, contained 31.6% corn on the average, about 3% more than a year earlier. New corn from this year's big crop already was available for feeding on that date.

Less than usual proportions of barley, wheat and wheat millfeeds were in the ration this fall. Oats (24%), corn and formula feeds made up slightly more than four fifths of all grain and concentrates fed to milk cows.

The balance of the concentrate ration included barley (4%); wheat millfeeds (3%); wheat (1%); cottonseed oil meal, linseed oil meal, and soybean oil meal (2% each), and miscellaneous (5%).

Barley showed the sharpest reduction in use, compared with the average—down from 6.6% to 3.8%. Percentages of wheat and wheat millfeeds in the milk cow ration Nov. 1, 1949, were also well below average.

In the period of years for which reports on the composition of concentrate rations fed to milk cows are available (1931 to date) there has been considerable variation in the relative amounts of the various kinds of feed used.

Formula feeds have increased from an average of about 15% of the total for the first five years of the series to an average of nearly 26% for the past seven years during which time the use of this type of feed appears to have stabilized at about the 25% level. Wheat millfeeds decreased from about 11% in the early thirties down to between 3 and 4% in recent years, probably reflecting in part the use of wheat millfeeds for formula feeds and the purchase by farmers of the formula feed rather than bran or shorts.

MORE CANADIAN WHEAT BARTERED WITH JAPAN

VANCOUVER—Additional sales of Canadian wheat have been made to Japan on a barter basis. According to trade reports three more full cargoes, totaling some 24,000 tons, have been worked for loading here in January and February.

Japan several weeks ago bought 16,000 tons of Canadian wheat from the Bunge North American Grain Corp. and is reported to have given cotton piece goods in exchange. The wheat was bought from the Canadian Wheat Board and is now afloat on two ships which loaded here during the month. Officials of the Bunge interests here would make no statement regarding the rumored three additional cargoes.

—GRAIN IS THE START OF LIFE—

United States Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the U.S. at the close of the week ending Dec. 24, 1949, and Dec. 25, 1948, as reported to the Grain Branch of the Production and Marketing Administration of the U.S. Department of Agriculture in bushels (000's omitted):

	American		Canadian in bond	
	Dec. 24, 1949	Dec. 25, 1948	Dec. 24, 1949	Dec. 25, 1948
Wheat	121,121	101,603	1,184	3,362
Corn	50,784	48,747		
Oats	18,831	11,908	3,444	4,393
Rye	8,203	4,843	749	1,784
Barley	25,421	18,848	3,731	3,473
Flaxseed	15,847	21,573		
Soybeans	18,537	24,839		

Stocks of U.S. bonded grain in store and afloat in Canadian markets Dec. 24 (figures for corresponding date of a year ago given in parentheses): wheat, 3,184,000 (none); corn, 3,866,000 (2,816,000); oats, 145,000 (2,000); barley, 3,443,000 (3,000); soybeans, 490,000 (2,000).

Western Canada Visible Grain Supply

Visible supply of grain in the western inspection division as reported by the Board of Grain Commissioners for Canada, Fort William, Ont., Dec. 21, 1949 (000's omitted):

	Wheat	Durum	Oats	Bar'y
Ft. William and Port Arthur	12,424	1,344	1,828	7,439
Vancouver-New Westminster	9,148		119	7
Churchill	128			
Int., public and semi-public elevators	87		34	1,497
Totals	21,786	1,344	1,981	8,943
Year ago	18,188	1,498	3,139	5,877

Receipts during week ending Dec. 17:

Ft. Wm.-Pt. Ar.	3,018	115	831	451
Pacific seaboard	1,844		18	4
Int., public and semi-public elevators	11		18	21
Totals	5,013	115	868	476

Shipments during week ending Dec. 17:

Ft. Wm.-Pt. Ar.—				
Lake	347			
Rail	146	1	853	141
Milled or processed	1		19	24
Pacific seaboard—				
Ocean	2,189			
Rail	12		11	4
Other terminals*	8		1	15
Totals	2,723	1	884	184

Total receipts for the crop year Aug. 1 to Dec. 17, 1949:

Ft. Wm.-Pt. Ar.	136,859	7,551	41,171	26,186
Pacific seaboard	20,418		195	129
Churchill	4,148		1	
Other terminals*	260	3	114	1,766

Total shipments for the crop year Aug. 1 to Dec. 17, 1949:

Ft. Wm.-Pt. Ar.	47,318	5,415	19,541	14,942
Pacific seaboard	19,182	1	185	113
Churchill	3,128		1	
Other terminals*	261	3	101	79

*All other terminals and semi-public terminals, western division.

ANALYSES
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Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Flour business was draggy in the Southwest last week and although many bakers need new supplies and foreign interest is showing signs of picking up, there was no activity to speak of in the trade. Sales in the Southwest averaged only 25% of capacity last week, compared with 134% the previous week and 36% a year ago. Only 3% of the week's business was for export.

Bakers showed very little inclination towards buying new supplies. Sales were small in size, none being greater than 4,000 to 5,000 sacks. Most customers who need flour showed preference to await the new year before making commitments. Also, the wheat market was playing tricks with the trade—futures were showing no strength, but cash premiums were advancing nearly 1¢ a day. It is generally difficult to sell flour under such circumstances, and doubly hard during a holiday season.

Family business was somewhat improved, due to the fact that new deliveries on current business would be made after the first of the year. But, even so, it was difficult to contact wholesale grocers and warehousemen during the Christmas-New Year's interim, and very little buying was done unless stocks were so low that early January replacement was needed.

The backlog of orders on mill books is exceedingly low. The 30 to 40 days which most mills report is far below normal. Directions did not come in as heavily as expected by some last week but were sufficient to give most mills adequate running schedules for the current week.

There is scarcely any business to report in the export trade. European interest has been dormant for over two weeks, but there are strong prospects for new business early in 1950. Dutch buying is being held up by a combination of circumstances, but Italy, France and Norway have access to ECA funds which will be used in flour purchasing. Latin American interest is dull.

Quotations Dec. 31, carlots, Kansas City, cottons: hard winter bakery short patent $5.30@5.45, standard patent $5.20@5.25, straight $5.10@5.15; established brands of family flour $6.15@7.05, first clears $3.45@3.65, second clears $3.15@3.25, 1½ ash clears or higher $2.80@2.90; soft wheat short patent $6.55@6.90, straight $5.10@5.20, cake flour $6.10@6.65.

Two mills report domestic business fair, seven quiet, seven slow, 12 dull.

Wichita: Operating time in Wichita mills declined to 70% of capacity last week. Domestic sales continued slow, averaging 25%, compared with 33% the preceding week. There were no export sales. Shipping directions ranged from fair to good. Prices were unchanged to 5¢ sack higher.

Hutchinson: Last week was short, and so was business with mills of the Hutchinson area. Inquiry was negligible, and business was limited to a few small lots, mostly single cars. Some price-date-of-shipment sales were made. Operations were steady, and directions came satisfactorily. Prices stiffened 5¢.

Texas: Holiday dullness caused sales last week to be even less than in preceding weeks. Sales were no more than 15 to 20% of capacity, consisting mainly of family flour. Running time was three to four days. Prices were unchanged.

Quotations Dec. 31: family flour, extra high patent $6.30@6.65, high patent $6@6.35; standard bakers, not enriched $5.55@5.75; first clears, not enriched $4.20@4.30, delivered Texas common points.

Oklahoma City: Flour sales declined to an average of 15% last week, compared with 65% the previous week and 15% a year ago. Bookings were domestic and were divided 50% to bakers and 50% to the family trade. Prices closed unchanged. Quotations Dec. 31, delivered Oklahoma points: carlots, family short patent $6@6.95, standard patent $5.75@6.60; bakery, unenriched short patent $5.60@5.86, standard patent $5.35@5.61, straight grade $5.25@5.51; truck lots 35¢ higher on all grades.

Omaha: A sprinkling of flour sales was reported here last week as holiday dullness prevailed. Millers took advantage of the lull by making improvements and taking inventory. Quotations Dec. 31: family patent flour $6, bakery flour $5.75, cake flour $6.75.

Salina: Demand last week was slow. Prices were about 5¢ sack higher than the previous week. Shipping directions were good.

Northwest

Minneapolis: Flour business early this week appeared to be having some difficulty recovering momentum after the relatively slack holiday period. Sales last week were about the same as the previous week, averaging somewhat above half of five-day capacity. Normal seasonal quietness plus unsettled wheat market conditions contributed to the slowing of business activity. However, some replenishment of stocks seems necessary as the backlog of orders on the mills' books dwindled further with the reduced rate of sales.

Sales last week developed as cash wheat markets turned stronger, although the buying was not sustained. Smaller receipts of wheat pushed premiums up as futures markets turned weaker.

Shipping directions were fair for this time of the year and good on family types of flour. The bulk of family shipping orders was on contracts made Dec. 5 and specified movement of flour this week. Shipments were slow during the pre-inventory period.

Sales by spring wheat mills averaged 59% of capacity, compared with 58% the previous week and 45% in the corresponding week last year. Shipments from mills averaged 92% of capacity, compared with 68% the previous week. (Percentage figures for this year are based on a five-day week; for last year on a six-day week.)

Operations of Minneapolis mills averaged 61% of capacity, compared with 66% the preceding week and 61% the corresponding week last year. For the entire Northwest, operations averaged 56% of capacity, compared with 61% the previous week and 60% in the corresponding week last year.

Quotations Jan. 3: standard patent $5.50@5.70, short patent $5.70@5.90, high gluten $5.80@6, established brands of family flour, enriched $7@7.10, first clear $4.95@5.50, whole wheat $5.35@5.55 sacked, Minneapolis, cottons.

Interior Northwest Mills: Flour sales were slow for interior mills, although directions were fair to good. Buying was confined to small lots for nearby shipment. Production last week averaged 53% of capacity, compared with 57% the previous week and 60% a year ago.

Central West

Chicago: Holiday dullness persisted last week as flour sales were confined to the usual car here and there for fill-in purposes. Buyer interest was lacking, but an improvement was expected early in 1950. Directions continue fair.

The family flour market was also stagnant, and sales were in scattered small lots. Deliveries were fair to good.

Quotations Dec. 31: spring top patent $5.70@5.90, standard patent $5.55@5.80, first clear $4.75@5.40; family flour $7.45; hard winter short patent $5.50@5.85, 95% patent $5.40@5.65, first clear $4.20; soft winter short patent $6@6.80, standard patent $5@6.55, first clear $5.35@5.80.

St. Louis: Local mills reported an almost stagnant condition in the flour trade last week. Sales consisted of single carlots for prompt shipment. Shipping directions also were dull, although buyers apparently have permitted inventory stocks to drop and were placing directions for flour to arrive shortly after the turn of the year. Mills are in fairly good shape on clears sales, having obtained some business from PMA and private export. Although demand is slow, prices have remained about steady.

Central states mills reported a very dull demand, with spotted sales of single cars for prompt shipment and no interest in longer term bookings. Shipping directions were for shipment at the end of the year or very early in the new year. This is in line with the general policy of keeping inventories to a minimum. Running time has not been brisk, and clears are not in broad demand. But prices held on a firm basis.

Quotations St. Louis, Dec. 31: family flour top soft patent $6.25, ordinary $5.15, top hard $6.95, ordinary $4.95; bakers soft winter short patent $6.20, cake $6.20, pastry $4.95, soft straight $5.10, clears $4.30; hard winter short patent $5.60, standard patent $5.40; spring wheat short patent $5.80, standard $5.65, clears $5.05, low protein $4.15.

East

Buffalo: Flour sales were very quiet with little buying interest during the week between Christmas and New Year's. This was the time when most bakeries and wholesale houses were busy taking inventory, and they naturally limited their purchases to the barest minimum of necessities. Prices remained fairly steady with a trend of firm to higher.

Shipping directions were good, and Buffalo milling operations continued to hold close to capacity. The consensus among the Buffalo millers is that after the first of the year there will be a large spurt in sales as buyers begin to replenish their dwindling stocks.

Quotations Dec. 31, f.o.b. Buffalo: spring family $7.65@7.75, high gluten $6.15@6.20, standard $5.75@5.80, first clear $5.30@5.40, hard winter standard $5.85@5.90, first clear $5.55@5.60, soft winter short patent $5.65@5.70, straight $5.45@5.50, first clear $4.25@4.30.

New York: The traditional dullness during the week between Christmas and the new year covered every branch of the trade last week. Buyers, although their stocks are low, bought cautiously in one or two carlots, continuing on a hand-to-mouth basis.

Most contracts were for prompt shipment, and 120-day business was scarce. Large baker buying was not present to give interest in round lots, and lack of feature to the wheat market strengthened all buyers' intentions to await developments.

Scattered small lots of spring standard and a light turnover of clears of all types were indicated. Light to moderate replacements of soft winters gave little indication of the holiday sweet goods consumption. Bakers indicated that the volume was somewhat lower than other years. Prices were about 5¢ higher.

Quotations Dec. 31: spring family flour $7.75, high glutens $6.30@6.50, standard patents $6@6.15, clears $5.35@5.60; hard winter short patents $6.05@6.25, standard patents $5.75@5.90; soft winter high ratios $6@7.20, straights $4.85@5.60.

Philadelphia: Most bakers last week were inclined to defer buying a while longer. This policy has been partially responsible for the recent narrow movement of prices, which are unchanged to 10¢ sack lower.

Some of the chain bakeries are reported to have purchased recently, but the over-all picture remains quiet, broken only by the buying of those whose stocks neared the vanishing point. Mill representatives are inclined to think a terrific backlog of potential buying has been accumulated and are expressing optimism that their business will improve before very long. Of course, there is a general feeling that any real setback in prices would touch off large-

scale purchasing. Bakers are constantly reminded of the considerable differential from when they last bought in volume by the fact that not all flour has been consumed.

The expanded movement of sweet goods during the past two weeks has been heartening to retailers. The 1949 turnover in the majority of establishments fell below that of 1948.

Flour users have been keeping their eye on the supply outlook and believe the indication of larger domestic wheat output than expected is an indicator of greater availability of the grain to millers.

Exports through the local port have not snapped out of their lethargy, and it is reported that foreign interests are showing little interest in acquiring flour at prevailing prices.

Quotations Dec. 31: spring family $7.15@7.45, high gluten $6.40@6.50, short patent $6.15@6.25, standard patent $6.05@6.15, first clear $5.65@5.80; hard winter short patent $5.85@5.95, standard $5.75@5.85; soft winter standard $4.80@5.

Boston: Flour quotations fluctuated in a narrow range last week, but the varying prices failed to attract much trading interest. Springs firmed up at the close and finished unchanged to 5¢ higher. Hard winter prices were about unchanged outside of a slight narrowing of the range in patents. Only change in soft wheat flours was in eastern soft winter straights, which eased 5¢.

Buyers were prone to await the action of the wheat farmers in January relative to their holding grain or releasing it to the government. As a result, there was very little trading, with most of the trade either picking up job-lots or drawing on future commitments.

Flour arrivals for the week totaled 18,780 bbls., compared with 32,458 in the preceding week and 17,223 for the comparable week in 1948.

Quotations Dec. 31: spring short patents $6.22@6.42, standards $6.02@6.22, high gluten $6.37@6.57, first clears $5.37@5.62; hard winter short patents $6.07@6.27, standards $5.77@5.92; Pacific soft wheat flour $6.22@6.47, eastern soft winter straights $4.92@5.62, high ratio $6.27@7.32, family $7.74@7.77.

Pittsburgh: Sales the past week were decidedly slow, with hand-to-mouth buying prevailing. Family flour sales also slowed. Directions are good, with bakers and jobbers cleaning up flour stocks bought at lower than prevailing prices.

Bakers and jobbers are relaxing from a very good holiday trade, and mill representatives expect better than usual flour buying in the next few weeks. Quotations f.o.b. Pittsburgh points Dec. 3: hard Kansas bakers standard patent $5.55@5.68, medium patent $5.65@5.78, short patent $5.75@5.88; spring wheat standard patent $5.92@6.30, medium patent $5.97@6.35, short patent $6.02@6.40; clears $5.45@5.80; high glutens $6.16@6.60; family flour, advertised brands $7.16@7.55, other brands $5.95@6.95; pastry and cake flours $5.19@6.96; Pacific Coast pastry flour $6.21.

South

New Orleans: Sales are at a rather low level and primarily to cover replacements or 30-day shipping period. Hard winters are the principal sellers. Some scattered inquiries are being received on future bookings, but only a very small amount is being worked.

Northern springs are in rather poor demand, and the volume of the small business worked on this type is not in excess of 30-day delivery period. Soft winters from central states and Pacific Coast are meeting with poor acceptance from the cracker, cake and cookie bakers who are limiting their purchases to replacement.

Shipping directions show a slight

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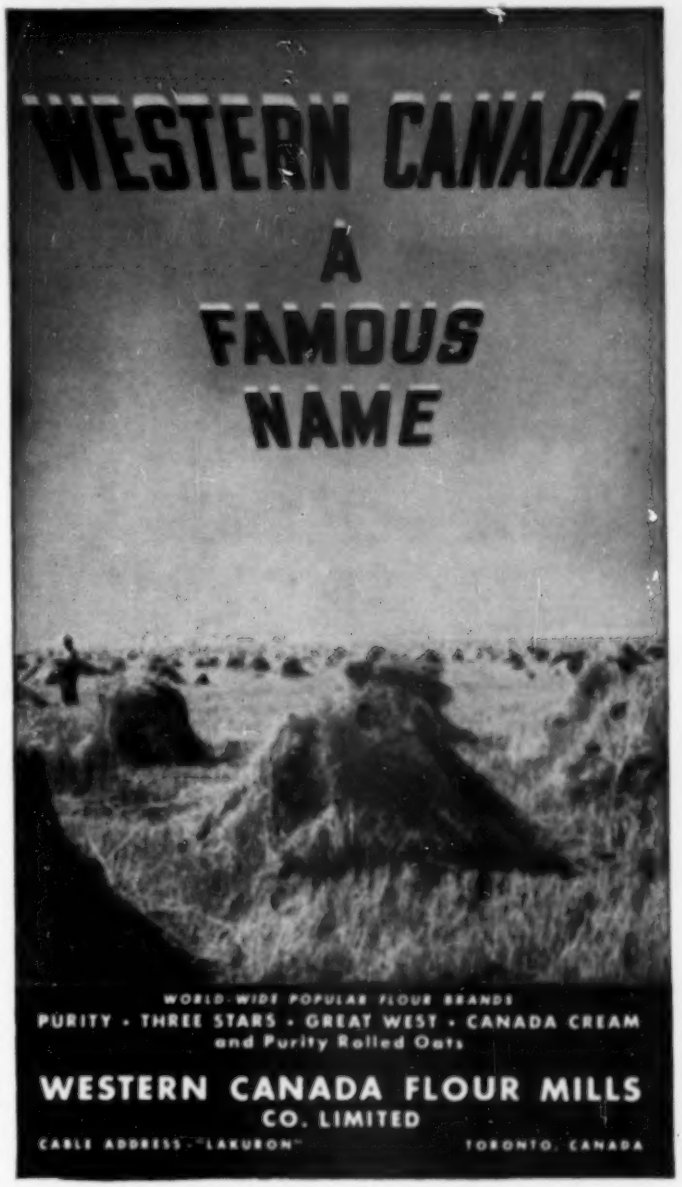
Grain and Feeds
Exporters
TORONTO, CANADA



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Montreal

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CABLE CODES
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Makers of CANADIAN HARD SPRING WHEAT *Flour*

Owning and Operating
Wheat-Receiving Elevators in Manitoba, Saskatchewan and Alberta

Mills at
Brantford, Keewatin, Medicine Hat

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High 1949	Low 1949	Close Dec. 23, 1949	Close Dec. 30, 1949
Allied Mills, Inc.	39½	24¾	39⅝	38⅝
Allis-Chalmers	33⅞	23¼	33½	33
Allis-Chalmers, $3.25 Pfd.	88	70	85½	87½
American Cyanamid	50⅝	33½	49½	50⅝
American Cyanamid, Pfd.	130	99	118	120
Archer-Daniels-Midland Co.	41½	30⅞	41½	*40⅝
Borden	50½	38⅝	49½	50½
Burry Biscuit Corp.	3½	1½	3⅛	3⅝
Continental Baking Co.	17⅞	11¼	16⅝	17½
Continental Baking Co., $5.50 Pfd.	98	81	95½	95⅝
Corn Products Refining Co.	73½	57	71⅞	73¼
Corn Products Refining Co., $7 Pfd.	189	171½	182	184½
Cream of Wheat	29½	23	28	28⅝
Dow Chemical	57⅝	43	55⅝	55⅝
Dow Chemical, $3.25 2nd Pfd.	113½	103	113	113⅛
Dow Chemical, $4 A Pfd.	108¼	101⅞	*108	*108
**Flour Mills of America, Inc.	12½	9½	10½	10½
General Baking Co.	11	9⅛	10⅝	11
General Baking Co., $8 Pfd.	163⅝	154	163	*163
General Foods Corp.	49⅞	39¼	47½	48⅝
General Foods Corp., $3.50 Pfd.	109½	93½	108½	*108⅝
General Mills, Inc.	56	44⅝	54	55⅝
General Mills, Inc., 3⅜% Pfd.	111½	97	109½	112
General Mills, Inc., 5% Pfd.	128½	113⅝	127⅞	*127¼
Great A. & P. Tea Co.	133½	103½	129	132½
Great A. & P. Tea Co., $7 Pfd.	142	128⅝	129	130
Horn & Hardart Corp. of New York	34	30¼	32⅞	33
Merck & Co.	63⅝	47	63⅝	67⅞
Merck & Co., $3.50 Pfd.	99	90	99	*99
Merck & Co., $4 Pfd.	130½	103½	128	127
National Biscuit Co.	40⅞	30½	38½	39⅝
National Biscuit Co., $7 Pfd.	183½	179½	180⅝	187½
Novadel-Agene	18	13¼	16⅝	17
Omar, Inc.	17	11		11
Pillsbury Mills, Inc.	33⅞	26	31½	31⅝
Pillsbury Mills, Inc., $4 Pfd.	103½	100⅝	103½	103½
Procter & Gamble	86½	57½	85⅝	85½
Purity Bakeries Corp.	30½	24¼	29⅝	30⅝
Quaker Oats Co.	112	83½	107	106
Ralston Purina Co., $3.75 Pfd.	101½	93⅝	101	*101½
St. Regis Paper Co.	9¼	6½	9½	9⅛
St. Regis Paper Co., $4.40 Pfd.	87	77	85½	*88
Standard Brands, Inc.	22⅝	17¼	21¼	21⅝
Standard Brands, Inc., $4.50 Pfd.	97	87	95½	95¼
‡Sterling Drug	41½	33	36⅝	37⅝
‡Sterling Drug, $3.50 Pfd.	100	94	98⅞	*99½
Sunshine Biscuits, Inc.	60⅞	50½	60⅝	60
United Biscuit of America	31	19½	30¼	31
United Biscuit of America, $4.50 Pfd.	108½	101	103⅝	*103⅝
Victor Chemical Works	47	33½	45½	46
Victor Chemical Works, $3.50 Pfd.	100	91	98½	*99
Wagner Baking Co.	9⅝	7⅝	8⅝	8¾
Wagner Baking Co., Pfd.	111	103½	109	109
Ward Baking Co., Warrants	5½	2⅝	4½	4½
Ward Baking Co.	17½	12	15½	15⅝
Ward Baking Co., $5.50 Pfd.	101½	87½	100	99

	Bid	Asked
†Colorado Milling & Elevator Co.	13	14½
**Safety Car Heating & Lighting Co., Inc.	11¼	11⅝
†Standard Milling Co.	6⅝	7⅝

Closing bid and asked prices on stocks not traded Dec. 30:

	Bid	Asked
Hathaway Bakeries, Inc., "A"	10¼	10⅝
Horn & Hardart Corp. of New York, $5 Pfd.	109	110
Horn & Hardart Corp. of New York, Pfd.	160	165
Quaker Oats Co., $6 Pfd.	153	155½

*Previous close. **Chicago stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

increase, especially those for nearby. Prices on all types of flour are steady to slightly lower. Export business is indeed quiet, with only occasional small lots being worked to Europe and South American countries. Increased activity in export sales is anticipated early in 1950.

Quotations Dec. 31, carlots, delivered, packed in 100-lb. multiwall papers: hard winter bakery short patent $5.40@5.55, standard $5.20@5.35, first clear $3.90@4.20; spring wheat bakery short patent $5.80@6.10, standard $5.70@5.85, first clear $5.15@5.45, high gluten $6.05@6.20; soft wheat short patent $5.40@6.10, straight $4.90@5.15, first clear $4.05@4.35, high ratio cake $5.70@6.05, Pacific Coast cake $6.55@6.70, pastry $5.90@6.05, basis all rail.

Pacific Coast

Seattle: The milling industry in this area continues to be on the quiet side, with not much prospect for any change in the near future. The volume business is still in the domestic contracts and this is only enough to keep the mills running at half of their capacity or less. Some further reductions in operations were reported last week, but some of that was due to the holiday season. Although contracts were being signed for deliveries after the first of the year, the over-all volume cannot be expected to pick up very much until the export business opens up. Prices on all varieties have remained about the same for the past month. Quotations Dec. 31: family patent $7, bluestem $6.04, bakery $6.08, pastry $5.85.

Portland: Mill bookings are at a low level. Buyers are not interested with the inventory period at hand, and buying generally was postponed. Soft wheat prices were no inducement to buyers, with flour prices unchanged. Mill operations are at a low level, with at least one terminal plant down for two weeks and several of the interior mills also closing down until after the first of the year. Stocks of flour in all positions are ample to take care of the limited demands of the trade. There was no export business of any consequence.

Quotations Dec. 31: high gluten $6.16, all Montana $6.05, fancy hard wheat clears $5.95, bluestem bakers $6, cake $6.85, pastry $5.99, whole wheat 100% $5.65, graham $5.45, cracked wheat $5.45.

Canada

Toronto-Montreal: Little new export business was reported last week. Tenders were called by Jamaica but results were not announced. Shipping rates to that country have been reduced, effective Jan. 10, until further notice, from 75 to 50¢ cwt. Domestic demand was off due to preholiday stocks. Quotations Dec. 31: top patent springs for use in Canada $11.10 bbl., seconds $10.60, bakers $10.50, all less cash discounts, in 98's cottons, mixed cars, 10¢ added for cartage where used. For export to U.K., government regulation flour $14.30 per 280 lb. to end of February, winter ports.

Winter wheat flour movement was slow. Quotations Dec. 31: $7.80@8.50 bbl., f.o.b. Montreal; export $4.50 per 100-lb. export cottons, f.o.b. Halifax or St. John.

Some winter wheat was sold for export, which has helped strengthen price. There is little demand in domestic outlets. Deliveries were off due to muddy roads. Quotations Dec. 31: $1.90 bu., f.o.b. shipping point.

Vancouver: Outside of shipments of business worked some time ago, there was very little export interest in flour here last week. Both the normal large flour buyers across the Pacific, Hong Kong and the Philippines, showed no interest in current offerings, apparently waiting for developments in the changing picture in the Far East.

Canadian exporters are still waiting clarification regarding the new import measures adopted by the Philippines, especially the matter of credits. It may be also that buyers there are waiting to see if the Philippine authorities will ratify the World Wheat Agreement at the next meeting of their congress.

The China picture becomes more confused daily. The increased Nationalist blockade of Communist-held ports will cut down transshipments through Hong Kong while the Nationalists have made no new moves to increase their flour holdings in their last stronghold on the island of Formosa.

There have been a few small orders for Central and South America, but the shortage of dollars there is keeping business very small.

There have been no new developments in the controversy between the Pacific Westbound Freight Conference and Canadian flour shippers. In the meantime nonconference tonnage is being berthed here for any offerings at $16 Canadian funds.

Domestic flour trade is moving along quiet, normal lines with prices unchanged. Quotations Dec. 31: hard wheat grinds, cash car, first patents $11.20, bakers patents $9.85 in paper bags for small lots and $10.25 in cotton 98's; western cake and pastry flour $11.20@11.65.

Winnipeg: Export business in Canadian flour last week exceeded 204,000 bbl. and included 4,000 bbl. of Class 2 sales to Costa Rica, Colombia, Thialand and the Philippines. The remainder was worked under the International Wheat Agreement, and more than half of the total was moved to the U.S. for milling in bond under IWA sales. Destinations included the U.K., Trinidad, Venezuela, Haiti, Cuba, Gold Coast and British Guiana. Domestic trade was only moderate and mills were operating little better than 60% of capacity. Supplies are sufficient to meet all requirements. Quotations Dec. 31: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40 cottons, second patents $10.70@10.90, second patents to bakers $10.20@10.40.

MILLFEED MARKETS

Minneapolis: Millfeed demand continues slack, and prices are $1@2 ton lower than those prevailing a week ago. Fairly good production has resulted in some excess of supplies, and sales were reported at about $1 ton under the posted quotations. Standard midds. remain the weakest locally and are selling in most instances at a discount under bran. In the East, however, midds. are priced above bran. Quotations Jan. 3: bran and standard midds. $42.50, flour midds. $44, red dog $45.50.

Duluth: Demand is slow, the trend is lower, and supplies are adequate. Quotations: pure bran $44, standard bran $43, standard midds. $43, flour midds. A $44.50, mixed feeds $44.50, red dog $45.50.

Kansas City: Demand is only fair, with offerings in fair amounts. Demand for bran is slow and a little better for shorts. Shorts are steady, but bran is rather weak. Quotations, basis Kansas City: Bran $39.50@40, shorts $41.25@41.75.

Hutchinson: A good, active interest in millfeed prevailed last week in spite of weakness until the end of the week. Prices were up $1 from the low points. Quotations, Kansas City basis: bran $40.25@40.75, gray shorts $41.50@42.

Wichita: Millfeed demand is improved, with offerings inadequate. Quotations, basis Kansas City: bran $41, shorts $42; prices last week were unchanged.

Fort Worth: Quotations Dec. 31: bran $48, gray shorts $50@51 delivered TCP, unchanged compared with the previous week. Demand was slightly improved. Offerings continued rather light.

Oklahoma City: Millfeeds closed unchanged last week on bran and mill run but 50¢ higher on shorts. Quotations, straight cars: bran $42.50@43.50, mill run $43.40@44.40, shorts $44@45; mixed or pool cars $1 higher on all classes.

Omaha: Scarce supplies boosted millfeed prices somewhat here last week-end. The market closed at $41 for bran and $42.50 for shorts.

Salina: Demand is fair, with prices practically unchanged. Supplies are ample. Quotations, basis Kansas City: bran $40.50@41, gray shorts $41.50@42.

Chicago: Demand is quiet and supplies are ample. Quotations Jan. 3: bran $45.50, standard midds. $46, flour midds. $47, red dog $47@47.50.

St. Louis: The feed market was very slow last week. However, prices were 50¢ higher on a slight inquiry. Offerings were plentiful. Quotations: bran $44@44.50, gray shorts $45@45.50.

Buffalo: Millfeeds continue their downward trend, with buyers holding back and supply ahead of expectations on good milling operations. The turn may come when and if cold seasonal weather hits the East, although part of the present easiness is because of the arrival of Argentine feeds at the seaboard. Quotations, f.o.b. Buffalo: bran $48@48.50, standard midds. $47@47.50, flour midds. $50.50@51, red dog $50@50.50.

Philadelphia: Millfeed prices retreated further last week on a continued lack of activity. Most buyers are working off previously-acquired stocks, for a moderate supply is exceeding demand. A $2 decline from the previous week in all Dec. 31 quotations reduced bran and standard midds. to $56, while red dog was off to $58.

Pittsburgh: Very slow sales in all types of millfeed were reported last week. Spring-like weather was an added drawback to buying. Bran, delivered f.o.b. Pittsburgh points, $52.50@54.60, standard midds. $53@

53.60, flour middls. $54@56.10, red dog $56@57.10.

Boston: Millfeed quotations were lower last week, reflecting the customary year-end dullness. The lower prices failed to stimulate any buying interest. Spring bran was $1 lower while middlings lost $1.50. Mixed feeds held unchanged, but red dog lost $2. Quotations: spring bran $54.50, middlings $54.50, mixed feeds $56, red dog $60.

New Orleans: With a stronger trend and slightly higher prices, sales are light. Both feed mixers and jobbers are confining their purchases to current requirements. Inquiries are fairly active on futures, but there are no long-term bookings. Export inquiries are very quiet and no bookings reported. Quotations: bran $50.65@51.15, shorts $51.65@52.15.

Seattle: Millfeed markets were firm last week as reduced milling operations left only limited supplies of feed. On the other hand, demand is not heavy as users are not going out ahead and feed consumption is down. January offerings were very light, and some mills report that they are temporarily sold out for February. The few January offerings are about $52 ton, delivered common transit points. February feeds are offered at $51 ton delivered.

Portland: Mill run $51, middlings $56 ton.

Ogden: Millfeed prices were unchanged during the last week in December, with demand and supply about equal and plants booked pretty well through January. Business was steady. Quotations: red bran and mill run $51.50, mshdlings $54.50; to Denver: red bran and mill run $58.50, middlings $61.50; to California: red bran and mill run $59, middlings $62, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: The market for millfeed is slackening off. A reduction in prices is predicted. Quotations: bran $57, shorts $62, middlings $66, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Vancouver: With domestic sales continuing slow despite heavy winter conditions, the market is somewhat mixed, some firms holding to list prices and others inclined to accept bids. Locally-milled prices were off $2 last week on bran, mashes and

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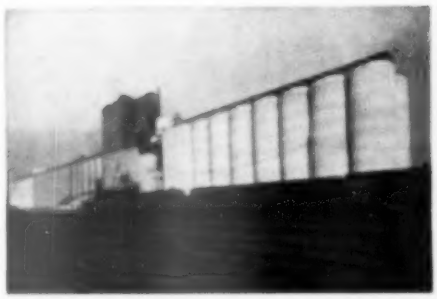

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Port Colborne Mills—Capacity 26,000 cwt. Daily

W. J. Coad, Sr.

W. J. Coad, Jr.

OMAR CHANGES—W. J. Coad, Jr., 39, is the new president of Omar, Inc. He was promoted from the executive vice presidency to fill a post his father, W. J. Coad, Sr., has held since he founded the firm 32 years ago. W. J. Coad, Sr., at his own request was moved up to chairman of the board of directors.

barley. Cash car quotations: bran $53, shorts $56, middlings $57.

Winnipeg: Millfeed demand continues excellent for the available supplies, but the quantity moving into eastern provinces is smaller than a year ago. Sales in western Canada are light. Quotations: Manitoba, Saskatchewan and Alberta bran $52, shorts $55, small lots ex-country elevators and warehouses $3 extra.

RYE FLOUR MARKETS

Minneapolis: Demand continues slow, and sales consist mainly of mixed carlots. Quotations Jan. 3: pure white $4@4.20, medium rye $3.80@4, dark rye $2.90@3.65.

Chicago: The rye market continued quiet last week, with only the usual amount of small fill-in sales for prompt shipment. Directions were fair. White patent rye $4.05@4.15, medium $3.85@3.95, dark $3.05@3.50.

Buffalo: During the holidays the interest in rye flour was nil on the Buffalo market. The trade, however, anticipates a larger volume of sales during the next few months. Quotations, f.o.b. Buffalo: white $4.80@4.85, dark $3.70@3.75, medium $4.60@4.65.

New York: Sales of rye flour last week were light. Buyers postponed active interest until after the new year. Pure white patents $4.45@4.55.

Pittsburgh: Rye flour sales last week were slow. Directions were fair. Bakers and jobbers showed little interest in quotations apparently waiting for the new year. Rye flour, No. 1 fancy white, f.o.b. Pittsburgh points, $4.55@4.60, medium $4.20@4.40, dark $3.90@4.10, blended $5.00@5.65, rye meal $4.05@4.10.

St. Louis: Prices last week were unchanged. Sales and shipping instructions were slow. Pure white $4.75, medium $4.35, dark $3.55, rye meal $4.25.

Portland: White rye $6.25, pure dark rye $4.80.

Philadelphia: Reports of scattered sales were the only indication that the local rye market did not reach a standstill in the final days of 1949. Most bakers were working off their limited supplies in the hope that the turn of the year would bring some reduction in price. The Dec. 31 quotation on rye white of $4.70@4.80 was 10¢ sack under that of the previous week.

OATMEAL MARKETS

Toronto-Montreal: The usual amounts are being used in the domestic market. Export demand is poor. Quotations: rolled oats in 80-lb. cottons $4.55, oatmeal in 98-lb. jutes $5.50, f.o.b. Toronto or Montreal.

Winnipeg: Interest in rolled oats and oatmeal is moderate, and only odd lots are changing hands. Supplies are light as mills are only operating part time. Quotations: rolled oats in 80-lb. sacks $4.75@4.85 in the three prairie provinces, oatmeal in 98-lb. sacks $5.70@5.80.

Minneapolis: Bulk rolled oats were quoted at $5.30 Jan. 3: 20-oz. packages $3.10 case, 18-oz. packages $3.35.

CHICAGO FLOUR GROUP HOLDS CHRISTMAS PARTY

CHICAGO—The Chicago Association of Flour Distributors held its Christmas party the evening of Dec. 20 at the Furniture Club.

The festivities started with a cocktail party at 5 p.m., followed by a buffet dinner. The party was concluded by an exchange of gifts, which were distributed by N. G. Anderson, Bay State Milling Co., and H. V. Beck, Chicago Bakers Co-op. Buying Assn., members of the entertainment committee.

L. E. Bowman, Eagle Roller Mill Co., vice president of the organization, was chairman of the committee and others who helped make the event successful were V. C. Hathaway, Quaker Oats Co., and L. R. Merrill, General Mills, Inc. R. E. Bemmels, Bemmels-Vaughan, also a member, was not present as he is spending a few weeks in Florida.

PILLSBURY OFFICE CLOSED

HUTCHINSON, KANSAS—The local office of Pillsbury Mills, Inc., Minneapolis, has been closed. T. M. Casey, formerly in charge of the office, has been transferred to the company's mill at Springfield, Ill.

MOSTLY PERSONAL

Joseph F. Ullrich, New York flour broker, has returned after spending the Christmas holidays with his wife and daughter in West Palm Beach.

●

James S. Hargett, Oklahoma City, president of the southwestern division of General Mills, Inc., has motored with **Mrs. Hargett** to Pasadena, Cal., for a three-week vacation.

●

Harry M. Miller, president, Miller Bakeries, Brooklyn, sailed on the Santa Paula with **Mrs. Miller,** Dec. 30, on a 12-day cruise to Central and South America.

●

Leslie B. Colfax, Oklahoma City, comptroller for the southwestern division of General Mills, Inc., and **Mrs. Colfax** were Christmas hosts to their daughter and son-in-law, **Mr.** and **Mrs. Ralph Edward Rechel,** Washington, D. C. Mr. Colfax will leave Oklahoma City in early 1950 for Minneapolis, where he is being transferred to a new post with the company.

●

Harry F. Beckmann, Carter Commission Co., St. Louis, has returned from a holiday visit with his son and grandchildren in Midland, Texas.

●

A. C. Strong, Oklahoma City, district sales manager, General Mills, Inc., accompanied by **Mrs. Strong,** is visiting a new granddaughter in Boonville, Mo.

●

An eight-pound boy was born to **Mr.** and **Mrs. B. H. Pepper** on Christmas Day in St. Louis. Mr. Pepper is the recently appointed southern sales director of the Valier & Spies Milling Company. He joined the company sales staff in 1947 after service in the Marine Corps during the recent war.

●

W. A. Chain, Abilene, Kansas, president, Acme Flour Mills Co., Oklahoma City, is vacationing in Galveston, where he will enjoy some deep-sea fishing.

●

Harry C. Lautensack, president of the eastern division of General Mills, Inc., addressed the 15th annual Inter-Club luncheon recently at Buffalo. Mr. Lautensack, who is president of the Buffalo Chamber of Commerce, told more than 650 persons from 24 civic clubs that, to lure new industry to the undeveloped portions of Buffalo's waterfront, there should be a revision of "the inequitable assessed valuations."

●

Climaxing a 44-year business career in the chemical field, **Elmer C. Otto** has retired as a vice president of Chas. Pfizer & Co., Inc., Brooklyn. Mr. Otto joined the Pfizer company in 1912 as a salesman, advancing to sales manager in 1928. He was elected a director in 1932, became secretary in 1934 and was named a vice president in 1945.

●

Announcement has been made of the marriage of **Henry L. Sumpter, Jr.,** son of **Henry L. Sumpter,** sales manager, Consolidated Flour Mills Co., Wichita, and **Mrs. Sumpter,** to **Miss Edna Louise Richardson,** daughter of **Mr.** and **Mrs. Ray R. Richardson,** Wichita, Dec. 27.

●

Henry Steinle, proprietor of Steinle's Bakery, Wilmington, Del., has been reelected chairman of the King Street merchants and property owners division of the retail merchants section of the Chamber of Commerce.

●

Paul Russell, manager, Lawrence Milling Co., St. Louis, was a recent visitor at the offices of the Kansas Milling Co., Wichita.

●

E. D. Kaulback, Youngstown, Ohio, flour broker and vice president and representative of the E. P. Mitchell Co., visited Toledo Dec. 29, stopping off in Fremont on his return to his home.

●

Milton P. Fuller, vice president and general manager of the King Milling Co., Lowell, Mich., was married on Christmas Day to **Miss Dorothy M. Sutton** of Topeka, Kansas, where she is chief psychologist of the children's division of the Menninger Foundation. She is a niece of the late Mrs. Milton P. Fuller, who died in 1947. **Dr. George M. Sutton** of the University of Michigan, a brother of the bride, was groomsman. The wedding took place at Mr. Fuller's home.

●

George W. Wagstaff, Oshkosh, Wis., identified with the flour business in Wisconsin and Upper Michigan for more than 40 years, has retired. For the past 12 years he served as a Wisconsin sales representative for the Commander-Larabee Milling Co., Minneapolis. His Commander-Larabee territory will be covered by Henry Y. Klepper, Milwaukee, long-time company representative, and Robert Rumple, Oconomowoc.

●

M. E. Greiner, vice president, Hammond Bag & Paper Co., Wellsburg, W. Va., returned to Kansas City to visit relatives during the Christmas holidays and called on millers with **G. R. Wiggins,** Kansas City representative of the company.

BULLIS CITES AID TO PUBLIC BY BUSINESS

CHICAGO—One of the most important economic developments of the past decade has been the great wave of new responsibilities to the consumer that have been voluntarily shouldered by business, Harry A. Bullis, chairman of the board, General Mills, Inc., Minneapolis, said recently.

Addressing the convention of the National Business Teachers Assn. here Dec. 30, Mr. Bullis said the new consumer responsibility recognizes the complete economic and physical needs of the public and says, in effect, that "what is good for the consumer is good for business, and what helps business is to the advantage of the consumer."

As examples of the new responsibility, he cited service to the consumer, help in consumer education, aid to charities and public institutions, research and creation of job opportunities.

ACREAGE QUOTAS ANNOUNCED FOR COMMERCIAL CORN AREA

Allotment for 1950 Corn Crop Set at 80.3% of Planted Acres in 1949—All Basic Crop Acreage Now Under Restriction

WASHINGTON — Acreage allotments for the 1950 corn crop have been set at 80.3% of the planted acres in the commercial Corn Belt in 1949, according to a formal announcement made last week by Charles F. Brannan, secretary of agriculture. This announcement brings all the basic crop acreage under U.S. Department of Agriculture allotment restrictions. Failure of producers to comply with acreage allotments in the commercial Corn Belt makes them ineligible for price support for 1950. There will be no marketing quotas.

Acreage allotments do not apply outside the commercial Corn Belt, and the support level of the other corn producing regions is 75% of parity. Parity on the 1950 basic crop will be calculated under the provisions of the Agricultural Act of 1949 on the basis of the old parity formula which gives the producers a higher dollar and cents support price than that which would prevail if the new parity formula were used. Producers of the basic crops have the alternative use of the two parity formulas, whichever is the higher, through the crop year 1953.

Commercial Area Increased

Corn acreage allotments have not been in effect since 1942, USDA notes, and the 1949 commercial Corn Belt represents an increase of the commercial area by 214 counties. These additional counties reflect increased yields per acre in these counties rather than any expansion of acreage planted to corn, USDA reports.

In explaining the need for acreage allotments for the 1950 corn crop, Mr. Brannan predicts a carry-over Oct. 31, 1950, of 927 million bushels or more than 110 million bushels above that at the close of the 1949 crop year.

If the Secretary of Agriculture is correct in his estimate of conditions, it would appear that the free corn supply after the 1950 harvest through the marketing period of 1950-51 would be approximately 200 million bushels.

AFMA Forecast Listed

A survey committee of the American Feed Manufacturers Assn. had forecast that if the most recent intentions of farmers concerning production of grain consuming animal units and poultry were not discouraged by too sharp reductions in price support levels, then the carry-over at the end of October, 1950, would not exceed that of 1949.

The first price support announcements made for 1950 by Mr. Brannan indicate that producers of poultry and dairy products will have a gross return over feed costs, thereby encouraging the feeding of corn and bringing about the result of the AFMA committee. If the USDA continues in this price support direction in setting the support line for hogs after March 31, 1950, it would appear that supplies of corn from the old commercial corn area may be tight, since the present crop in those states showed the greatest ratio of reduction from 1948 and the pig crop report discloses that these grain consuming animal units have increased in these states in 1949.

The act provides that the 1950 area shall include all counties in which the average production of corn (excluding corn used as silage) during the 10 calendar years 1940-49, after adjustment for abnormal weather conditions, is 450 bu. or more per farm and 4 bu. or more for each acre of farmland in the county.

—WHEAT IN THE STATE OF UTAH—

MOISTURE REQUIREMENTS

Agricultural research shows that it takes from 30 to 80 tons of moisture a season to grow a bushel of wheat.

Price Support Program

(Continued from page 11)

in Nebraska and again appears to reflect the declining interest in the purchase agreement. The condition revealed by a comparison of Montana figures may be the result of the substantial decline in the 1949 crop.

Waiting for Rise in Price?

In other states where there were substantial reductions in the 1949 crop from 1948 totals, the quantity of wheat held under warehouse loans would appear to indicate that the wheat is in relatively strong hands and may require an advance in price to cover the loan price plus accrued charges to bring it into the market.

The decline in the volume of loans on farm-stored wheat may be due to two main reasons. First, the producer relieves himself of the responsibility of maintaining the quality condition of his wheat when he delivers it to a warehouse for storage. Under the loan program he is guaranteed the base price, plus any warehousing charges. When he stores the wheat on his farm, he is assured of the loan base price, plus 7¢ but the quality problem is his.

The second reason is that for the past two years, producers out in the country have found it difficult, if not virtually impossible, to market their wheat early in the spring because of plugged country elevators and the condition of farm roads.

Heavy warehouse loan holdings on the 1949 crop in the Southwest compared with 1948 holdings indicate that export wheat from that region will require an increased subsidy rate under the International Wheat Agreement, or that the CCC will have to take over the higher priced wheat at the expiration of the crop loan.

Corn Situation Is Different

A comparison of the corn loan situation casts an entirely different shadow. On the 1948 crop, as of Nov. 30 of that year, approximately 31⅛ million bushels had gone into the government's price support program.

This year, with a heavy carry-over, slightly less than 20 million bushels had been placed under the loan program's protection and even the farm-stored category for corn loans had showed a reduction from about 27 million bushels on the 1948 crop to a little better than 16 million bushels on the 1949 crop.

Corn from the 1949 crop protected by the purchase agreement feature of the program shows an approximate reduction of 30%, compared with the quantity of 1948 corn under purchase agreement.

Barley from the 1949 crop under the government support system has fallen about 2½ million bushels from the same period in the 1948 crop year, probably reflecting a smaller crop.

A tabulation of wheat production in the principal states for the 1948 and 1949 crops, together with the amount of wheat under farm storage and warehouse storage loans for those two years is shown on page 10.

INTER-CONTINENTAL GRAIN CO., LTD.
EXPORTERS
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GILLESPIE BROS., Pty., Ltd.
FLOUR MILLERS
SYDNEY, N.S.W., AUSTRALIA
CABLE ADDRESS, "GILLESPIE," SYDNEY

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R&H
GRAIN • FLOUR • FEEDS •
Domestic & Export
PARRISH & HEIMBECKER
LIMITED
Export Office — TORONTO, CANADA
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TELCO
We offer our own processed Expeller
LINSEED OILCAKE MEAL
Fast Delivery
TORONTO ELEVATORS
LIMITED
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Canadian Wheat, Oats and Barley
Over 600 Elevators in Manitoba, Saskatchewan and Alberta.
UNITED GRAIN GROWERS, LTD.
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Cable Address: "Osieck," Amsterdam — Sole Agents for the
All codes used — Pillsbury Flour Mills Co., Minneapolis, Minn.

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Successors to Wolverton Flour Mills Co., Ltd.
Canadian Spring and Winter Wheat Flour
"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"
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LAKESIDE MILLING COMPANY, Ltd.
"BLOSSOM of CANADA" "YORK" "NORDIC"
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JUTE BAGS COTTON
Oldest Established Manufacturers of
JUTE and COTTON BAGS IN CANADA
THE CANADIAN BAG COMPANY LIMITED
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Factories:
MONTREAL, QUE.
TORONTO, ONT.

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $1. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

BOOKKEEPER - ACCOUNTANT — CENtral states mill wants man with flour mill experience to head bookkeeping accounting department. The man we want will start by actually working in, as well as directing the department, but he will be expected to grow into other finance duties now handled by top management. This will be a permanent position with every opportunity for advancement with a highly successful organization in a pleasant modern town of 14,000. Describe present work, past experience record, and state age and salary expected in your application. Address 141, The Northwestern Miller, Minneapolis 2, Minn.

SALES OPPORTUNITIES

Aggressive, well established, spring wheat mill with ample capacity solicits active, reputable representation on a brokerage basis. Joint-account arrangements with salesmen now working only southwestern flours will be considered.

Interest centers on the following sections generally with possibilities for including adjacent territory:

Central and Western Ohio
Michigan
Indiana excepting northern counties
Illinois outside of Chicago
Iowa

Standing and policy of this firm denote a distinct quality background with a manufacturing set-up that normally affords a competitive price policy. Line of flours is well adapted to jobbing as well as bakery trade.

Sales people now missing available spring business in territories now being covered are specially invited to check with us.

Correspondence incurs no obligation and will be held in strict confidence if desired.

HUBBARD MILLING COMPANY
Mankato, Minnesota

EQUIPMENT FOR SALE

FOR SALE—NEW SILKS FOR 1 UNIversal sifters. Contact O. E. R., International Milling Co., Minneapolis 1, Minn.

FOR SALE—FLOUR MILLING MACHINery. Will sell as complete mill or separate items. For information write—The Yampa Valley M. & E. Co., Steamboat Springs, Colo.

BAKER PERKINS COMPLETELY AUTOmatic Oathermatic 48" Continuous Baking Oven — complete with basket-type dryer. Oil-fired, but gas burner can easily be installed. Reasonably priced. Can be seen in operation in Chicago bakery. Address 378, The Northwestern Miller, Minneapolis 2, Minn.

EQUIPMENT FOR SALE

PETERSEN EC-TRI-FLEX OVEN, GAS fired, scarcely used. Ten shelves, 116x24. Selling because department discontinued. Rustic Baking Co., 1443 Bloomington Ave. S., Minneapolis, Minn.

USED EQUIPMENT FOR SALE—TWO NO. 8 Wolf Streamline Sifters at $500 each, f.o.b. Painesville, Ohio—terms cash. Sifters purchased new in July, 1948, and used approximately six months; equipped with 1 H.P. motor for 440 volt, 3-phase, 60-cycle current; motor frame No. 203, speed 1,750 R.P.M., 1 inlet and 2 outlets. Aluminum and wooden frames included in price of sifters. Please contact the following if interested: Mr. H. O. Grubbe, Buyer, The Naugatuck Chemical Div., The U. S. Rubber Co., Painesville, Ohio.

MACHINERY FOR SALE

FOR SALE
HAYSSEN WRAPPING MACHINE
Model S-11—almost new. Will wrap any package from three to eight inches wide and from five to eleven inches long. Ideal for bread. For full particulars write or 'phone—Ripon Foods, Inc., Ripon, Wisconsin.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1122 E. High, Jefferson City, Mo.

ECA Fund Fight

(Continued from page 9)

the last session of Congress may find USDA and ECA fighting shoulder to shoulder to get a satisfactory ECA budget of $3.15 billion approved.

Should the budget be reduced to a $2.5 billion level by Congress, it is likely that the agricultural side of the budget would be reduced in the same ratio as the overall cut. In round numbers this would mean cutting the agricultural exports financed by ECA by about $200 million annually.

It is observed in unofficial circles that, when Sen. Burnet Maybank (D., S.C.), chairman of the Senate Banking and Currency Committee, and other foreign aid critics study the amount of cotton which has been sent into the export market by ECA, they may preach governmental economy on the Senate floor but withhold any vote which will penalize the cotton industry through reduced ECA appropriations. Other examples can be cited for senators from the grain and tobacco regions.

Lengthy Debate Seen

However, the debate on the ECA budget will be lengthy, according to the best estimates, and until the final decision is made on the size of the budget, commodity markets will feel the shadow of economy, particularly in view of the high level of supports for the basic commodities for 1950.

Acreage allotments for this coming crop year do not seem as drastic as they sound, and it is likely that producers of curtailed crops will put their best land into production or divert acreage to other crops also under price support. The corn acreage allotment, reducing acreage by 19.7% from last year, may not reduce the corn outturn below the 3 billion bushel level as hoped by USDA.

Paul G. Hoffman, ECA boss, has geared his congressional appeals for funds in the past to the constructive effects of his agency in western Europe. Government officials—not visiting groups of senators—report that in the past year visible signs of improvement can be found all through western Europe.

ECA officials say that on net balance they believe that their agency has performed a satisfactory job, although they admit that some of the most troublesome problems are yet to be solved. Among them is the particularly difficult matter of the U.K. debts in the sterling area. ECA funds have been keeping the U.K. on an even keel since the U.K. exports to the sterling areas, where they owe substantial amounts, have been financed through ECA money grants. Until there has been some long range settlement of these debts to areas like India and Argentina, it seems improbable that anything short of continued ECA aid will keep the U.K. economy afloat.

Western Germany is displaying the greatest recovery resilience, ECA officials say. Belgium and Switzerland were never big ECA problems and have achieved sharp recovery. They are not showing great initiative in using their strong currency bases to exploit triangular trading operations. France, while improved, lacks a national morale on which real recovery can be measured.

The renewed session of Congress appears to present another long drawn out fight on the ECA appropriation bill, with much display of economy-appeal for national consumption. But when the chips are down, observers here forecast, the agricultural end of the ECA budget will suffer the least. This condition, if it results, will be a great testimonial to the efficiency of the operations of the ECA food division, which has been under the direction of D. A. FitzGerald, the first executive selected by Mr. Hoffman when he was named head of that agency.

[illegible]

MILLFEED FUTURES

The following is a comparison of selling prices at Kansas City for Dec. 24 and 30:

	Dec. 24	Dec. 30
BRAN—		
December	[illegible]	[illegible]
January	[illegible]	[illegible]
February	[illegible]	[illegible]
March	[illegible]	[illegible]
April	[illegible]	[illegible]
May	[illegible]	[illegible]
June	[illegible]	[illegible]
SHORTS—		
January	[illegible]	[illegible]
February	[illegible]	[illegible]
March	[illegible]	[illegible]
April	[illegible]	[illegible]
May	[illegible]	[illegible]
June	[illegible]	[illegible]
Sales (tons)	[illegible]	[illegible]

*Sale.

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade Dec. 24, 1949 (000's omitted):

	Wheat	Oats	Rye	Barley
Buffalo	[illegible]	[illegible]	[illegible]	
Afloat	[illegible]	[illegible]		[illegible]
Chicago				
Afloat			[illegible]	[illegible]
Duluth				
Lakes				
Milwaukee				[illegible]
Afloat				[illegible]
New York				
Philadelphia			[illegible]	
Totals	[illegible]	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]	[illegible]
Dec. 25, 1948	[illegible]	[illegible]	[illegible]	[illegible]

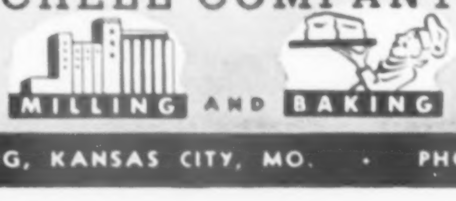
Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills at Chicago, Minneapolis and outside points in the Northwest, in sacks, with comparative figures for the previous weeks:

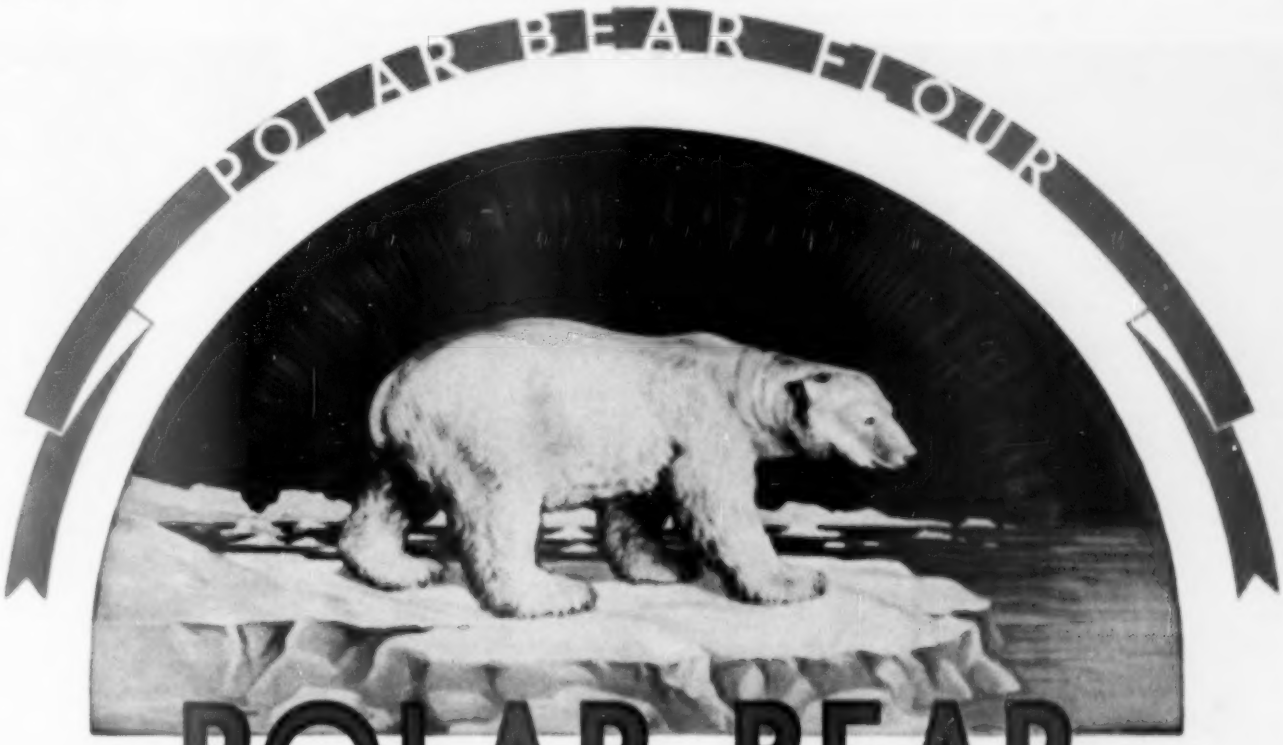
	Dec. 10	Dec. 17	Dec. 24	Dec. 31
Five mills	[illegible]	[illegible]	[illegible]	[illegible]

*Four mills.

Established in 1912
BROKERS
FLOUR AND FEED
Domestic and Export
L. R. JEWELL & SON—"Flourists"
626-629 20 West 9th St. Building—L. D. 74
KANSAS CITY, MISSOURI
Cable Address: Jewellco
References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

May We Serve You?
E. P. MITCHELL COMPANY • *Flour*

SERVING THE MILLING AND BAKING INDUSTRIES
DWIGHT BUILDING, KANSAS CITY, MO. • PHONE GRAND 1554

HIGHEST PRICES PAID
for Your
USED and OBSOLETE NEW
COTTON—BURLAP—BAGS
Call or Wire
Minneapolis Bag & Barrel Co.
727 Lumber Exchange Bldg.
Minneapolis 1, Minn.
Geneva 1438



POLAR BEAR

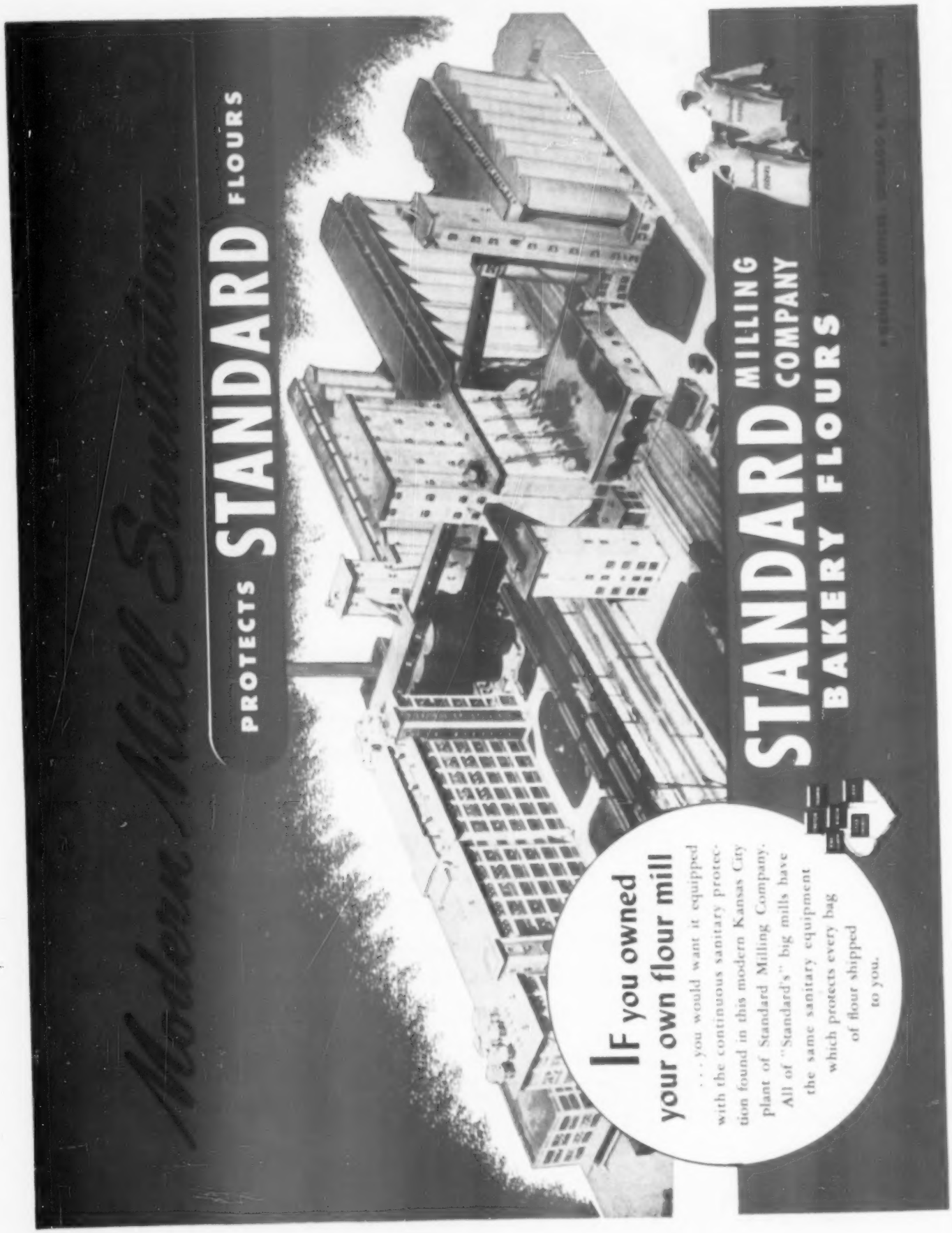
FLOUR IS KING

It is almost impossible for a POLAR BEAR user to find complete satisfaction in baking another flour. POLAR BEAR is difficult flour for which to find a substitute as uniform, as dependable, as full of good baking day after day.

Founded by
Andrew J. Hunt
1890

Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS


Modern Mill Sanitation
PROTECTS STANDARD FLOURS
IF you owned your own flour mill
. . . you would want it equipped with the continuous sanitary protection found in this modern Kansas City plant of Standard Milling Company. All of "Standard's" big mills have the same sanitary equipment which protects every bag of flour shipped to you.
STANDARD MILLING COMPANY
BAKERY FLOURS

California Baking Firms Win Sanitation Honor Roll Award

LOS ANGELES — Seven Southern California baking firms have been awarded an annual sanitation honor roll award by the Food & Drug Service, Inc., a firm composed of former U.S. Food and Drug Administration inspectors and analysts which appraises the processing of foods and the sanitary conditions under which they are processed, handled and stored.

The following baking firms, regularly inspected during 1949, were found by the company to have "maintained a high level of plant sanitation and to be consistently manufacturing and packing food products under proper sanitary conditions":

Los Angeles: Cake Box Baking Co., Grandma Baking Co., Los Angeles Donut Corp., Helms Bakeries, Inc., (Los Angeles), Helms Bakeries, Inc., (Montebello), and the Crowest Baking Co. In San Diego, the Snowflake Baking Co. received the award.

—BREAD IS THE STAFF OF LIFE—

OCTOBER LIQUID EGG OUTPUT UP SLIGHTLY

WASHINGTON — Production of liquid egg during October totaled 6,896,000 lb., only slightly more than was produced during October last year, the Bureau of Agricultural Economics reports. Egg drying operations were on a much smaller scale than a year ago while freezing operations were on a much larger scale.

Dried egg production during October totaled 933,000 lb., compared with 2,385,000 lb. in October last year. Production consisted of 616,000 lb. whole egg, 242,000 lb. dried albumen and 75,000 lb. dried yolk. Production of dried egg during the first 10 months of 1949 totaled 64,862,000 lb. compared with 41,795,000 lb. during the same period last year. From January through Nov. 18, the government contracted for 60,317,781 lb. of dried whole egg for egg price support purposes.

The production of 3,657,000 lb. of frozen egg during October was 111% more than the 1,734,000 lb. produced during October a year ago. Storage holdings Nov. 1 totaled 96,578,000 lb., compared with 169,287,000 lb. Nov. 1, 1948, and 197,794,000 lb. the Nov. 1, 1944-48 average. Withdrawals from storage totaled 25 million pounds, compared with 32 million pounds during October last year and an average October decrease of 34 million pounds.

Soft Winter Wheat Flours
Family - Commercial
Export
Long Distance Telephone 38
Cable address — "Jasco"
J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

Victor-Champion-Frost King-Headliner
Family Flour De Luxe
THE CRETE MILLS
CRETE, NEB

B. A. ECKHART MILLING CO. Chicago
MILLERS OF
WHEAT and RYE
FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

introducing . . .
"twin beds with privacy"
for folks who like their own way
$3.95 per person
by
Frank Bering
only at
hotel sherman
home of Tommy Bartlett's "Welcome Travelers"
chicago

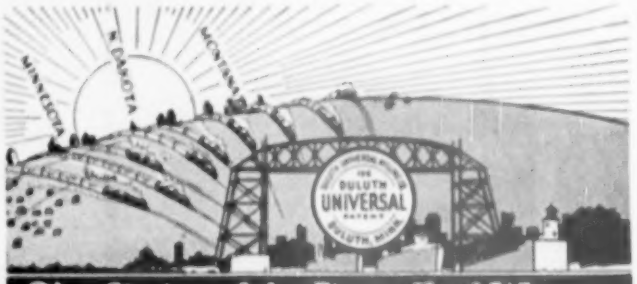
STRATEGIC LOCATION

ACME-EVANS COMPANY
INDIANAPOLIS, IND.
Over a Century of Milling Progress
• Since 1821 •

F. W. STOCK & SONS INC.
HILLSDALE, MICHIGAN
DAISY FRIED CAKE AND SWEET-DO MIXES
DONUT BASE FLOUR
DONUT MACHINES
COMPLETE DONUT EQUIPMENT CUSTOM DESIGNED FOR YOUR NEEDS
MILLERS SINCE 1862
FLOUR for EVERY PURPOSE

FLEISCHMANN ENTERTAINS DUNWOODY—The students and staff of the Dunwoody Baking School, Minneapolis, are shown above with representatives of the Fleischmann division, Standard Brands, Inc., whose guests they were recently at luncheon. The Standard Brands film on cake decorating, "Holiday Happiness," was shown. Barney Hansen, area sales manager for the firm, served as master of ceremonies, and brief talks were made by J. M. Long, secretary of the Associated Bakers of Minnesota; Ove Mathiesrud, Mathiesrud Bake Shop, president of the Associated Bakers of Minneapolis, and W. E. Lingren, editor of The American Baker, Minneapolis.

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING



The Choice of the Finest Hard Wheats
The only mill in this great terminal market, Duluth Universal consistently offers you a
BETTER SPRING WHEAT FLOUR
DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

PHILADELPHIA BAKERS CRITICIZE NEW TAX LEVY

PHILADELPHIA—Bakeries located within the city limits of Philadelphia fear they have been placed in an unfavorable competitive position without side establishments catering to this market by the imposition of a new municipal tax on profits.

This levy was made part of a broader taxation bill enacted by City Council and signed into law by Mayor Bernard Samuel last month. It raised the income tax upon individuals from 1 to 1¼% and made that basic rate of assessment applicable to the net profit of firms doing business here.

An amendment to the original bill restricted the impost to the amount actually earned within the city, hence the net on sales to Philadelphia is taxable while income earned elsewhere is not.

The intent is also to assess out-of-town firms on the portion of their net derived from Philadelphia business, but past experience has shown the city treasurer's office has been unsuccessful in collecting the wage levy from persons employed elsewhere.

Bakers say it is therefore reasonable to assume that insurmountable difficulties will be encountered in checking up on the books of competitors whose headquarters are many miles from here.

In recent years, they point out, the competition from out-of-city bakeries has become a matter of grave concern since some are located in areas where wage scales are lower, placing the outsiders in a position of being able to undersell the local market.

Philadelphia baking companies now find themselves directly competitive with establishments in Allentown, Norristown, Reading and Chester, all in Pennsylvania; Camden, Newark and Jersey City in New Jersey, and Wilmington, Del.

An analysis of the situation discloses that the broadening of the tax creates a situation where Philadelphia-made baked goods are doubly assessed to the baker himself and also to the retailer who handles a good proportion of total output. Thus items locally produced must be priced to take into account the levy on both parties.

The additional source of municipal revenue was decided upon to meet a record city budget of $130,955,957. Receipts without it were estimated at $111,455,000 and more than $5,000,000 is anticipated from the corporate phase.

Bakeries are expected to join insurance companies, industrialists and banks in carrying opposition to the measure to the State Supreme Court on the grounds that it is illegal.

"Sweet Cream"
"Very Best"
Quality Flours
W. J. JENNISON CO.
MINNEAPOLIS, MINN.

DIXIE LILY
A flour without a equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
815-35 Exchange Bldg., Memphis, Tenn.

3 BAKER FLOURS
that give
baking consistency that's hard to beat.

TEA TABLE
OVENSPRING
BIG VALUE
THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

—1882— *Russell-Miller Milling Co.* —1950—

1950

January						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

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26	27	28				

March						
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April						
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23/30	24	25	26	27	28	29

May						
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July						
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23/30	24/31	25	26	27	28	29

August						
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September						
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October						
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22	23	24	25	26	27	28
29	30	31				

November						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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GRIST OF GRINS

Sue: "Yes, I wrote a confession story once."

Helen: "Did they publish it?"

Sue: "No, but the editor came all the way from New York to see me."

◆ ◆ ◆

The long-winded lecturer had been holding forth for over an hour, except for brief pauses from time to time to gulp a hasty drink of water. Finally during one such intermission, an old man in the audience leaned toward his neighbor and announced in a loud whisper: "First time I ever saw a windmill run by water!"

◆ ◆ ◆

Night Watchman: "Young man, are you going to kiss that girl?"

Young Man: "Oh, no, sir."

Night Watchman: "Here, then. Hold this lantern."

◆ ◆ ◆

Lawyer: "Just what grounds have you for a divorce, Mr. Jones?"

Mr. Jones: "Extravagance, just plain extravagance."

"How so?"

"She keeps buying ice even though I bought her a refrigerator six months ago!"

◆ ◆ ◆

"Waiter, bring us each an order of Tortoni Sponginelli, please!"

"Ima sorry I no can do, gentlemens. You see, dosa da proprietor!"

◆ ◆ ◆

Prosecutor: "Now tell the jury the truth, madam. Why did you shoot your husband with a bow and arrow?"

Defendant: "I didn't want to wake the children."

◆ ◆ ◆

"What is a consulting physician?"

"He's a doctor they call in at the last minute to share the blame."

◆ ◆ ◆

Motorist: "I'm sorry I ran over your hen. Would $2 pay for her?"

Farmer: "Better make it $4. I have a rooster that was mighty fond of that hen and the shock might kill him."

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BERKELEY
AMES HARRIS NEVILLE CO.
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TOPPER
FLAMING ARROW
BIG BOY

The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

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But when we saw this little table, we felt it was such an over-powering argument for buying U.S. Savings Bonds that our own comments were strictly unnecessary. We suggest you look it over carefully. And we'd like to add just one thought: right now, at the start of 1950, would be a fine time to sign up for Savings Bond purchases (or to increase your purchases if you're already buying bonds).

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